

Modern packaging

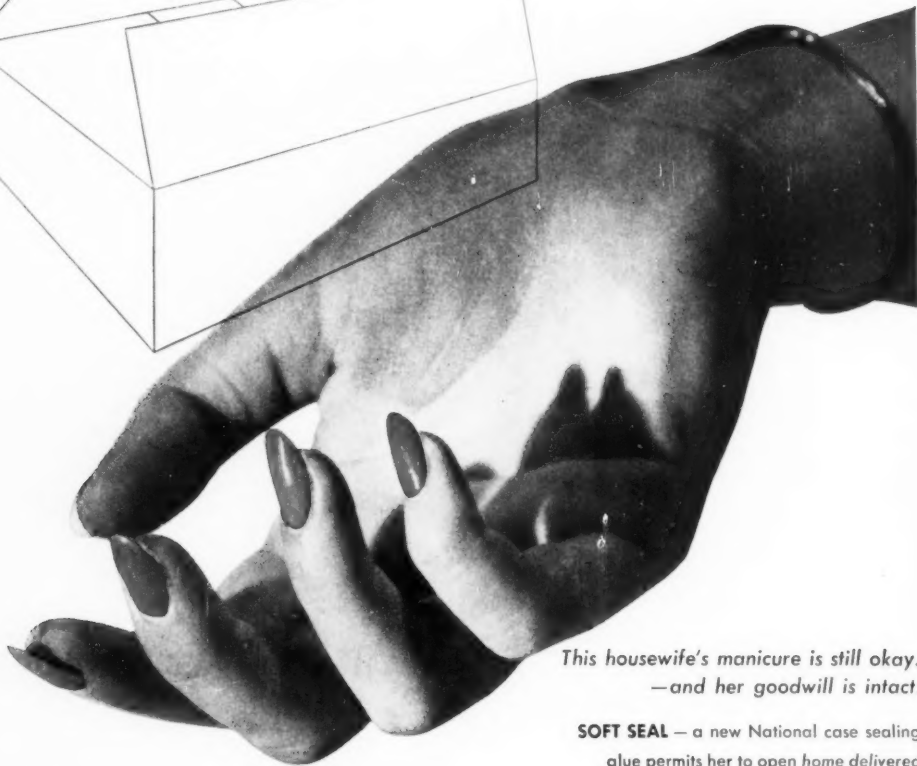


Nominated for *Packaging's Hall of Fame*. Story on Page 82

July 1950

THE HAND OF A

Satisfied Customer



*This housewife's manicure is still okay.
—and her goodwill is intact.*

SOFT SEAL — a new National case sealing glue permits her to open home delivered corrugated cases without tugging, straining or nail breaking.

SOFT SEAL allows carton flaps to be lifted with ease. Yet, its bond will not permit flaps to pop open during handling.

We'd like to seal one of your cases with **SOFT SEAL**; one with your present glue. Then have you open both.

National
ADHESIVES

270 Madison Avenue, NEW YORK 16; 3641 So. Washtenaw Ave., CHICAGO 32; 735 Battery St., SAN FRANCISCO 11; and other principal cities. In CANADA: National Adhesives (Canada) Ltd., TORONTO and MONTREAL. In ENGLAND: National Adhesives Ltd., SLOUGH.

EVERY TYPE OF ADHESIVE FOR EVERY INDUSTRIAL USE



Modern packaging



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Triple-Load Cartonning

for HIGH-SPEED COST-CUTTING

Many complicated cartonning jobs inevitably land in the Jones engineering department—as did this unusual problem of Chef Boy-ar-dee—American Home Foods, Inc.

THE TRIPLE LOAD consists of
 SPAGHETTI—in carton
 SPAGHETTI SAUCE—in can
 GRATED CHEESE—in can

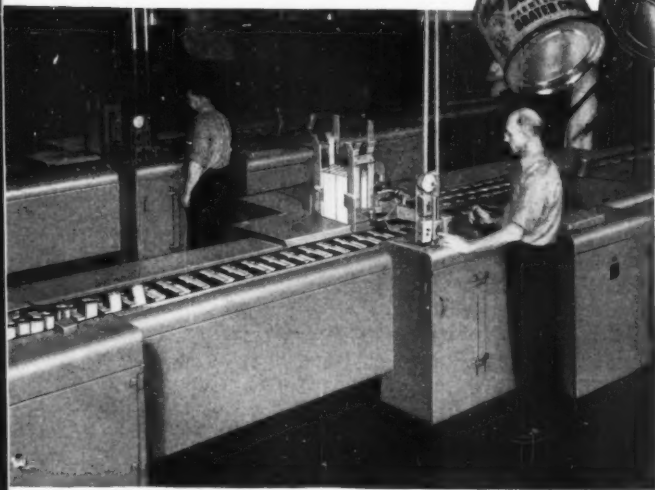


THE OPERATING SEQUENCE OF THE JONES CARTONERS:

Feed and open the carton
 Automatically transfer the 3 items from infeed conveyors into "buckets"
 Insert the triple-load into carton
 Double-glue both ends of carton
 Discharge sealed cartons under compression through drying conveyor

Two Jones Constant Motion Fully Automatic Cartonners complete this operation at guaranteed machine speed of 70 cartons per minute each, and with one operator per machine. The reported reduction in loading cost is 59% as compared to hand loading.

Incomplete loads or defective cartons automatically stop the machine—with immediate resumption of loading speed when fault is rectified.



Information without Obligation

Bulletins promptly sent on request:

- A** Jones Constant Motion Fully Automatic Cartonners
- B** Jones "CMV" (Constant Motion Vertical) Semi-automatic Cartonners, quickly adjustable to wide range of carton sizes
- C** 97-Case Study of Cartonning Costs, for various sizes and types of loads, for ready comparison with your own costs.

Jones Cartonners are adapted readily to the many cartonning operations involving multiple loads, or unusual shapes and sizes of loads. Guaranteed operating efficiency has made Jones Cartonners the choice for these special problems, as well as for the simpler jobs of loading bottles, jars and tubes.

R. A. JONES & COMPANY, INC.

Cartonning Machines—Soap Presses

P. O. BOX 2055 • CINCINNATI, OHIO



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WHERE THE LABEL MUST TELL ALL

THE INFORMATIVE FUNCTION of labeling is of special importance where misuse of the product may lead to an accident. If precautions are not listed on the label and an accident occurs, it may lead to legal obligations, restrictive legislation, bad publicity and loss of good will. Such results may affect all who have any interest in the product, including the manufacturer, packager, package supplier, distributor and retailer.

Labeling a good product as dangerous is distasteful to many manufacturers, who may feel that if they have complied with the letter of certain laws about cautionary statements, they have discharged their duty. But, as the Safety Research Institute points out, this may be a false and dangerous feeling of security.

Existing Federal and state laws apply only to a relatively few chemicals and do not, for example, cover small quantities of organic solvents as sold to householders, in cleaning fluids, mothproofing and waterproofing mixtures. Labels usually stress what almost everyone knows—that such liquids are flammable and must not be used near a flame. Certainly less well known is the fact that solvents may cause serious illness or organic injury through inhalation of their vapors.

A large Eastern department store recently made an expensive settlement of a \$150,000 damage suit by a woman who developed a serious illness after using cleaning fluid on a sofa cover; the label had said nothing about the vapors being dangerous to inhale in high concentrations and had not recommended ventilation. In another case a store was held responsible for the death of a woman who, admittedly, did not use a cleaner "according to directions," the court holding that the directions, even if followed, would have been inadequate.

Good packaging practice demands a periodic re-examination of all labels for products in any way hazardous, to see that safe use is prominently and clearly explained, in words unmistakable to any user.

The Editors

**HOW TO SAY "Thank You"
FOR 1/100 OF A PENNY**

IDEA MEN should welcome this! By making your package easy to open with our eye-catching ZIP-TAPE ribbon, you give a nod of thanks to every customer. They appreciate the courtesy because with ZIP-TAPE there's no fussing, no cussing, no irritation. One Z-I-P and the package is open. You're repaid the infinitesimal cost per unit by increased goodwill, by continued preference for your ZIP-TAPE brands.

A dollar's worth of ZIP-TAPE stretches over 11,000 packages of cigarette size and gives each one an extra stripe of bright color. Figure out how little it will cost for your products. A simple, inexpensive device, attached to the packaging machine, does the work without delaying operations.

ZIP-TAPE will open pocketbooks for you as it has for many leading brands. Ask us for details on applying it to your packages. The Dobeckmun Company, Cleveland 1, Ohio. Berkeley 2, California.

Branches at: Atlanta, Boston, Chicago, Detroit, Los Angeles, Milwaukee, New York, Philadelphia, Portland, St. Louis, St. Paul and Seattle. Representatives everywhere.

DOBECKMUN
CREATING CONVERTERS OF FILMS AND PAPER



a plastics injection to keep your package "see-worthy"

With point-of-sale merchandising at a high pitch, the success of your product depends to a large extent upon the "see-worthiness" of your package. If your package has symptoms of "see-sickness", give Worcester Moulded Plastics the opportunity to supply the remedy. As the largest custom injection moulders in the East, we will redesign and mould it in durable, "eye" catching plastics — to assure you of a good seller. Since we have no proprietary interest in any package or product we produce, our engineers, die designers, die makers, moulders, finishers and inspectors are interested solely in the success of your package. Give us the opportunity to discuss the benefits of a plastics injection for your package.

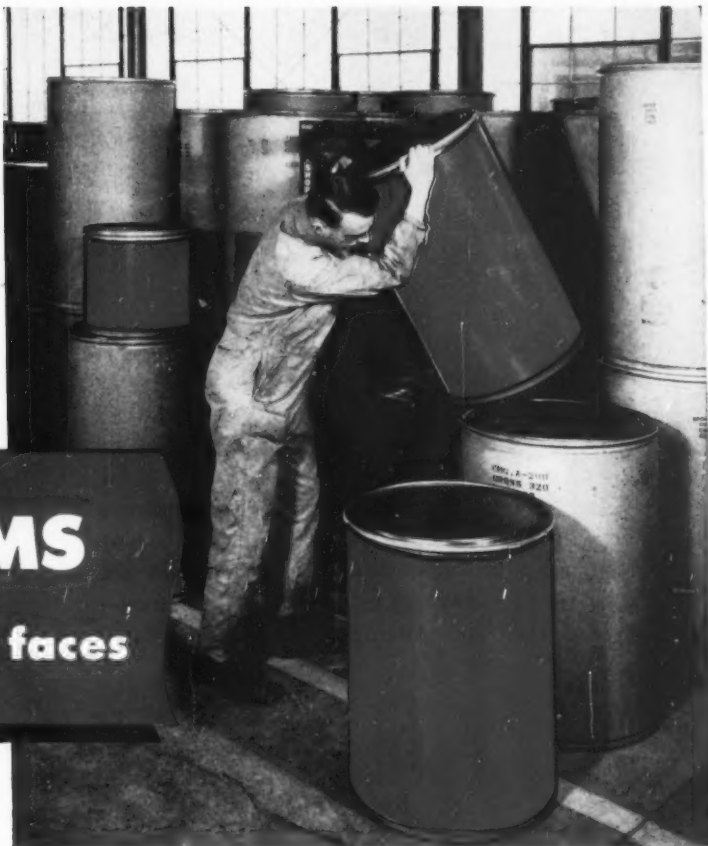




Custom Injection Moulding
WORCESTER MOULDED PLASTICS CO.
 14 HYGEIA STREET, WORCESTER 8, MASS.
 17 East 42nd St., New York 17, N. Y.

DRUMS with washable faces

"Leverpak" drums coated with Geon latex
by Continental Can Co., Inc., Van Wert, O.



...and more Geon advantages!

If you think fiber shipping drums are all alike, you have a surprise coming when you see the Geon latex coated drums pictured here. For Geon latex gives these drums an appearance as bright as a new silver dollar. And saves dollars for drum users, too!

For example, the Geon latex coating provides a long-lasting, glossy surface. Because Geon is water-resistant, any surface spillage can be washed off easily.

What's more, the Geon surface coating has exceptional abrasion resistance. It can stand handling and stacking much better and longer than uncoated surfaces. The drum retains its attractive appearance, brings a better price when

sold for re-use. Another money-saving point!

And consider these processing advantages—since Geon latex is a water dispersion, no toxic or inflammable solvents are required, no solvent recovery system necessary. Fire and health hazards are reduced, operations are safer, and lower insurance rates are justified.

Geon latex has many advantages, many uses in the packaging field. Products made with it resist heat, cold, aging, weather and wear. They also resist water, oil, grease, acids and alkalis. Brilliant or delicate colors are possible. And Geon latex is used for coating fiber shipping containers, paper, paper

board, for coating film, and for other packaging needs.

We make no finished products—raw materials only. But we'll gladly give you helpful advice and technical bulletins on Geon materials. Write Dept. GJ-4, B. F. Goodrich Chemical Company, Rose Bldg., Cleveland 15, Ohio.



B. F. Goodrich Chemical Company

GEON polyvinyl materials • HYCAR American rubber • GOOD-RITE chemicals and plasticizers

A DIVISION OF
THE B. F. GOODRICH COMPANY

"it's IN THE BAG"

-SAYS

Farley

"OUR distinctive, colorfully printed family style packages have won customer appeal wherever Farley candy is on sale. We have found out that good packaging is vitally important to our business."

Traver experts have had long years of experience in all phases of flexible packaging. If you are planning a new package or a re-design of an old one why not discuss your problems with us? There is no obligation—Call your Traver representative today.



Sales offices in
Chicago, Denver, New York, Philadelphia,
Pittsburgh, Cleveland, Kansas City,
St. Louis, Dallas, Detroit, Oakland.

Traver

C O R P O R A T I O N

366 W. ONTARIO STREET CHICAGO 10, ILL.
CONVERTERS AND PRINTERS OF CELLOPHANE, PLIOFILM, PLASTICS, ACETATES, FOIL AND GLASSINE



REPUBLIC... *producers of superior plain Aluminum Foil*

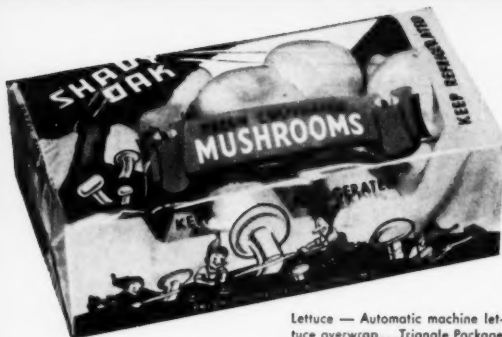


REPUBLIC FOIL & METAL MILLS

INCORPORATED

DANBURY, CONNECTICUT

Sales Offices: 209 W. Jackson Blvd., Chicago 6, Ill.
666 Mission St., San Francisco 5, Calif.



Mushrooms—Lumarith Transparent Film wrap by The Dobeckun Co.



Cauliflower — Lumarith Transparent Film Revelation overwrap by Milprint, Inc.

Celery — Lumarith Transparent Film bag by Western Package Products Co., Los Angeles



Grapes—Lumarith Transparent Film box by Fleishacker Paper Box Co., San Francisco

LUMARITH^{*}

THE "Breathing" WRAP

The Best of Packaging Films Used for the Best of Pre-Packaged Foods

- "Breathes" through its entire surface
- Will not fog under refrigeration
- Needs no holes, vents or perforations
- Greaseproof . . . crisp when wet
- Heat seals . . . cements
- Prints perfectly
- Retards mold . . . mildew

Celanese Corporation of America, Plastics Division, Dept. 8-G, 180 Madison Avenue, New York 16, N. Y. In Canada, Canadian Cellulose Products Limited, Montreal, Toronto.

Celanese
PLASTICS

*Reg. U.S. Pat. Off.



Cherries—Lumarith Transparent Film bag by The Denton Corp., Oakland 6



Spinach — Lumarith Transparent Film bag manufactured by Western Package Products Co., Los Angeles



Tomatoes — Lumarith Transparent Film overwrap by Shellmar Products Corp.



**NO
SALE**

becomes a **"NOW"** sale



**WHEN YOUR
PRODUCT IS**

- ★ **Dramatized**
- ★ **Made Visible**
- ★ **Kept Fresh, Stable, Dust-Proof and Hand-Proof**

by **GER-PAK**

POLYETHYLENE TUBING

Super-markets are near-riots, drug stores have a thousand items on view, poultry and chops must sparkle with freshness and succulence! For all this (and more!) GER-PAK is produced. Rigidly processed, uniform in width and gauge, flexible at low temperatures, heat sealable, non-toxic, odorless. More? yes . . . resists alcohol, acids, alkalis . . . stable in fluctuating temperatures and humidity. Supplied up to 60" wide, from .0015 to .004 gauge.

* **APPLICATIONS:** Carton and barrel liners; packaging Frozen and Fresh Poultry, Fish, Fruits, Vegetables, Meats, Dehydrated Products. To protect goodness, point up appeal in Flowers, Candy, Cosmetics.

SAMPLES quickly on request.

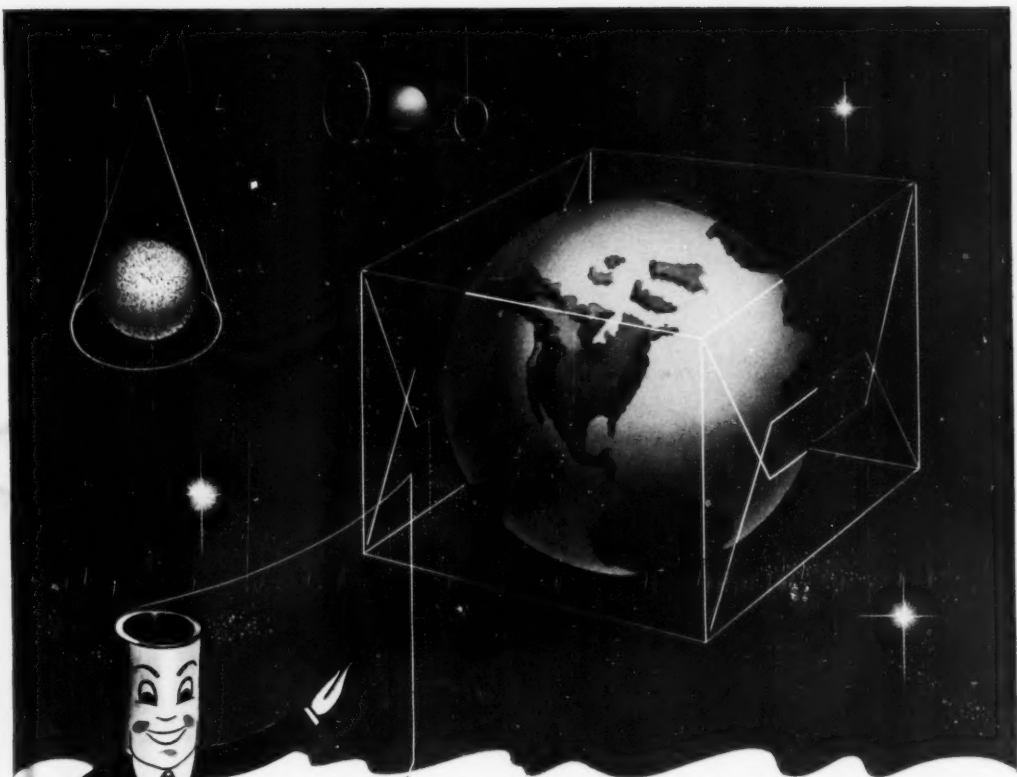


GERING

PRODUCTS, INC.

KENILWORTH

NEW JERSEY



Explore new worlds in packaging with **SYLVANIA CELLOPHANE**

It's easy to give free rein to creative packaging ideas with economical Sylvania Cellophane to show you the way. This versatile, transparent film just naturally lends itself to sales-making designs. That's because Sylvania offers you not one—but a whole family of cellophanes—each engineered with specific requirements in mind.

It comes with controlled moisture protection—in different gauges. It heat seals strongly and in-

stantaneously either in handwrapping or on high speed automatic equipment. It can be economically printed on fast rotary presses with lustrous color effects.

Your Sylvania representative will help you choose the cellophane that fits your requirements. Talk over your problems with him or write us mentioning the application in which you are interested. Address: Market Development, Dept. MP-7.

SYLVANIA CELLOPHANE

SYLVANIA DIVISION, AMERICAN VISCOSE CORPORATION

Manufacturers of cellophane and other cellulose products since 1929

General Sales Office: 1617 Pennsylvania Blvd., Philadelphia 3, Pa. Plant: Fredericksburg, Va.





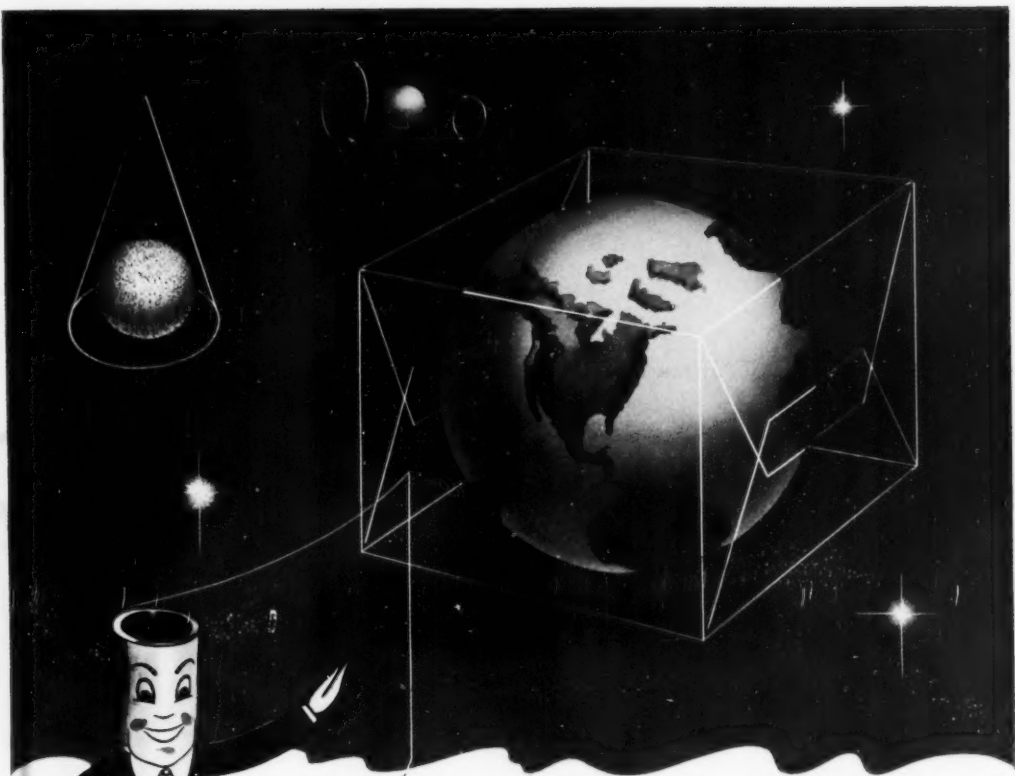
For Beverwyck's quality beer and ale, these Reynolds Aluminum labels *reflect quality*. Self-illuminating on dealers' shelves, they stop the shopper's eye... attract her reaching hand. And waterproof Reynolds Aluminum labels stay on and stay bright under wet refrigeration. For superior display and/or protective packaging, let us show you... right on your own product... what Reynolds Aluminum can do.

Reynolds Metals Company, Richmond 19, Va.

Raise this
tip-on and see this
Reynolds Aluminum label
in actual use on
Beverwyck beer and ale



REYNOLDS ALUMINUM



Explore new worlds in packaging with **SYLVANIA CELLOPHANE**

It's easy to give free rein to creative packaging ideas with economical Sylvania Cellophane to show you the way. This versatile, transparent film just naturally lends itself to sales-making designs. That's because Sylvania offers you not one—but a whole family of cellophanes—each engineered with specific requirements in mind.

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For Beverwyck's quality beer and ale, these Reynolds Aluminum labels *reflect quality*. Self-illuminating on dealers' shelves, they stop the shopper's eye... attract her reaching hand. And waterproof Reynolds Aluminum labels stay on and stay bright under wet refrigeration. For superior display and/or protective packaging, let us show you... right on your own product... what Reynolds Aluminum can do.

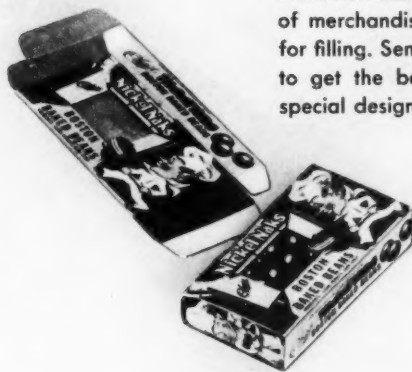
Reynolds Metals Company, Richmond 19, Va.



REYNOLDS ALUMINUM

for quality in quantity *

It's Window Cartons and Displays by **BURT**



* Bright colors and cellophane windows make Burt cartons and displays prime movers of merchandise. They ship flat, set up fast for filling. Send in your packaging problems to get the benefit of Burt's experience in special designing and original artwork.

F. N. Burt Company Inc. • Manufacturers of Small Set-up Boxes, Folding Cartons and Transparent Containers • 500-540 Seneca Street, Buffalo 4, New York • Offices in Principal Cities Or Write Direct • Canadian Division: Dominion Paper Box Co. Ltd., 469-483 King St. W., Toronto, Canada

FOIL BOX SPEEDS SALES

FOR
B. F. GOODRICH



Foil Display Carton with
Cellophane window made for
The B. F. Goodrich Company by United

When point-of-purchase impact is of vital importance, top-flight packaging experts choose Foil Cartons. That's why The B. F. Goodrich Company, one of America's foremost merchandisers, sells its Sojourn Syringe in Foil Display Cartons. Every day more and more companies discover the eye-catching, attention-holding and purse-opening power of Foil. Every day new products packaged in Foil Cartons soar to new sales highs. Find out how your product can get on this best seller list. Write for your free copy of the "Magic Formula"... do it now.



UNITED BOARD AND CARTON
Corporation

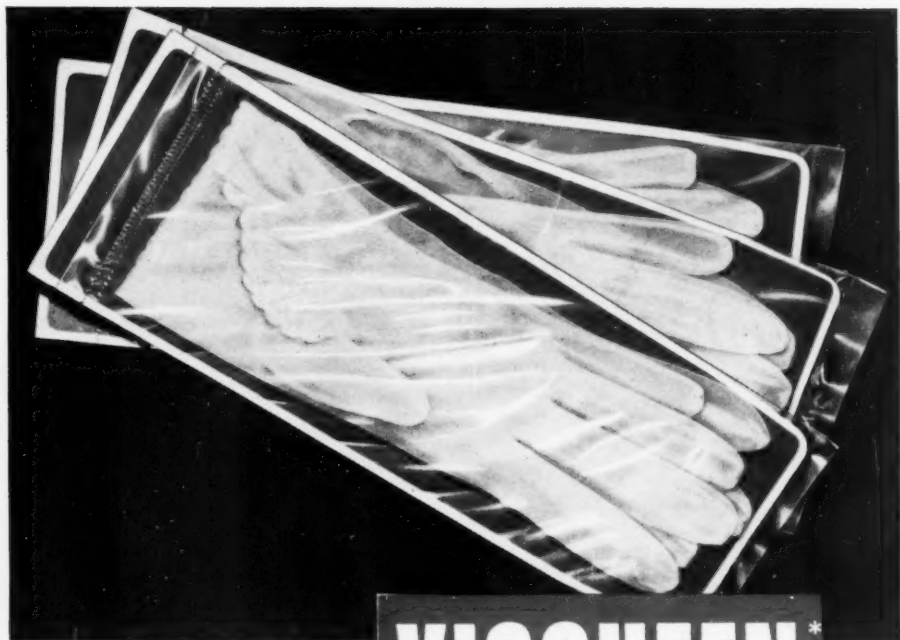
P. O. Box 1318 • Syracuse, New York

Board Mills:

Lockport, N. Y.; Thomson, N. Y.; Urbana, O.

Carton Plants:

Victory Mills, N. Y.; Syracuse, N. Y.; Brooklyn, N. Y.; Cohoes, N. Y.; Springfield, O.



Flamingo finds

VISQUEEN*

film

packaging "fits like a glove"

**IN CANADA
VISQUEEN FILM
IS SUPPLIED BY
VISKING LIMITED
LINDSAY,
ONTARIO**

Warning!

Do not confuse VISQUEEN film with ordinary polyethylene film. VISQUEEN film is made only by The Visking Corporation, leader in polyethylene research and development. Outstanding production control makes VISQUEEN film excel in tensile strength, tear resistance and other vital properties. Only genuine VISQUEEN film gives you the benefit of Visking's advanced technical and manufacturing resources. Specify VISQUEEN film and be sure.

Why did the Flamingo Glove Co. of Chicago, Ill., decide on VISQUEEN film for packaging their dainty nylon summer gloves? For a number of good reasons! Nylon tends to pick up dust. VISQUEEN film seals it out. VISQUEEN film keeps gloves spotless, from factory to customer. Women like the sanitary idea of gloves that have never been "tried on". And this durable package has a lasting premium value. It is reusable for food-saving, for protecting jewelry or gloves.

From the retailer's side of the counter, this new VISQUEEN film packaging injects a strong "sell" into his summer glove sales. It has smart, cool summery good looks that attract the eye. Being transparent, it needs no opening for examination. Nylon can't be snagged. Gloves can't be soiled before they're sold. What's more, the manufacturer reports that VISQUEEN film's light weight saves on postage, cuts handling costs all down the line. Join the big parade of leading manufacturers who are saving more and selling more with the help of VISQUEEN film packaging. For information or for help, call Visking now!

**VISQUEEN FILM... A PRODUCT OF
THE VISKING CORPORATION**

*T.M. The Visking Corporation

PRESTON DIVISION—TERRE HAUTE, INDIANA



The Handiest

Bottle Ever Made!

ELMER E. MILLS CORPORATION'S
Polyethylene
Plastic Bottle

This is *the* bottle with consumer appeals so strong they actually help sell your product!

It's unbreakable—a powerful consumer selling point on safety and thriftiness.

It's lightweight—takes up less space (and incidentally cuts your shipping cost).

It's a "squeeze bottle"—can be readily adapted to use as a stream—as a spray—as a sprinkler finish.

Our stock bottle is available in 1—2—4—8 ounce sizes. Through a special printing process we can print your label or design right on the bottle.

In addition to the production of this stock bottle and stock closure, we also custom make other thermoplastic bottles, closures and atomizers. You can depend upon their being made with the same high standards of craftsmanship which keynote all Mills plastic products.

For more information on our custom molding service, or for a free sample bottle, write us or our sales agent today.

ELMER E. MILLS CORPORATION
2930 N. Ashland Ave., Chicago 13, Illinois

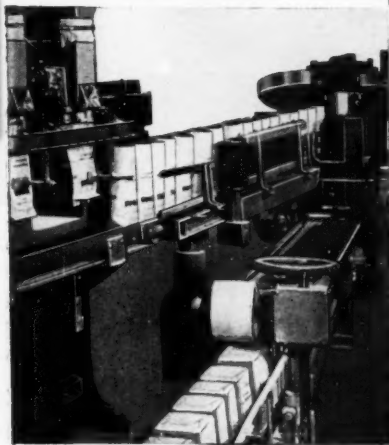
Sales Agent: W. BRAUN & COMPANY
Chicago, 300 N. Canal St. New York, 595 Fifth Ave.



**THE BEMIS
DELTASEAL BAG
PLUS
DELTASEAL
PACKAGING
EQUIPMENT**

Equals

**The most
Economical,
Efficient
Package
for Your
Product**



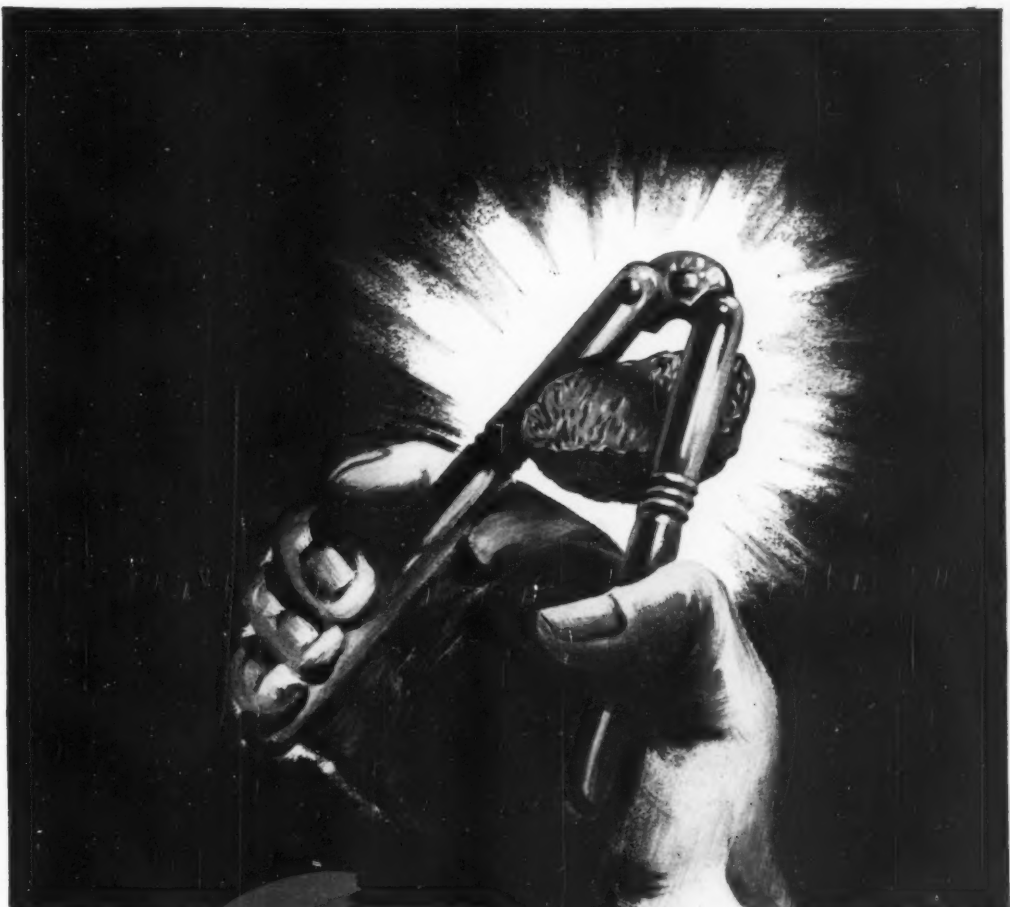
- Deltaseal® filling and closing is fast... mostly automatic... less handling.
- Deltaseal Bags have a neat, square, full-pack appearance... build easily into eye-catching displays.
- Crisp, brilliant Bemis printing on Deltaseals headlines your brand.
- Consumers like Deltaseal's exclusive Pull-Cut-Pour Spout.
- Bemis Packaging Specialists help you get the smoothest, most economical service from your Deltaseal System.

***Ask the Bemis man for the complete
Deltaseal story***

"America's No. 1 Bag Maker"

Baltimore • Boise • Boston • Brooklyn • Buffalo • Charlotte • Chicago • Cleveland • Denver
Detroit • East Pepperell • Houston • Indianapolis • Jacksonville, Fla. • Kansas City
Los Angeles • Louisville • Memphis • Minneapolis • Mobile • New Orleans • New York City
Norfolk • Oklahoma City • Omaha • Peoria • Phoenix • Pittsburgh • St. Louis • Salina
Salt Lake City • San Francisco • Seattle • Vancouver, Wash. • Wichita • Wilmington, Calif.

Bemis 



CRACK

tough carton problems by drawing on our 41 years of experience—plus the facilities and ability to produce the finest in folding cartons. Call Virginia 7-2500 and tell us what you need.



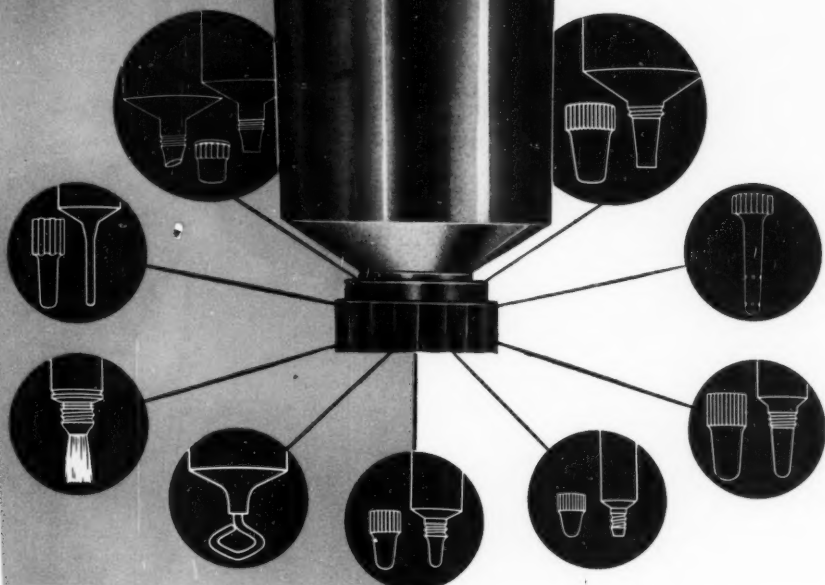
CHICAGO CARTON COMPANY

4200 S. Crawford Ave., Chicago 32, Illinois

FOLDING CARTONS. PLAIN • PRINTED • LAMINATED • PARAFFINED

WIRZ *Applicator* TUBES

spell extra
convenience,
protection and sales
for your product



IDEAL FOR

Pharmaceuticals
Cosmetics
Foods
Adhesives
Lubricants
Caulking Compounds



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80 E. Jackson Blvd.

Memphis 2, Tenn.
Wurzburg Bros.

Los Angeles 36, Calif.
435 S. LaCienega Blvd.

Havana, Cuba
Roberto Ortiz Planos
& Son

Export Division—755 Drexel Bldg., Philadelphia 6, Pa.

The easier, safer application of your product—afforded by WIRZ Applicator Tubes—can appreciably increase its appeal. In some instances, these specially designed WIRZ tubes and tips have proved to be keys to new markets. Why not discuss this phase of your packaging problem with us? Take advantage of WIRZ engineering and experience. It involves no obligation. Just call our nearest representative, or write us direct.

POLYETHYLENE-ON-PAPER

...that's **LOXOL**

**makes bags, bales, cartons,
fiber drums, envelopes that are
waterproof, greaseproof, fully
protective**

New avenues for more satisfactory packaging are opened by the revolutionary Loxol Process for *hot-melting* polyethylene to paper, board, cloth or other suitable carriers. The bond between the polyethylene and the carrier is really permanent . . . the material will not delaminate . . . pinholes are completely unknown.

Extra Strength, Low Cost

Loxol is unique in that the paper lends its strength to the polyethylene. For most applications, a thin layer of plastic gives full protection. Since only a minimum of polyethylene is used, costs are remarkably low.

Superior Moisture Control

Loxol has a very low MVTR and packages made of it effectively bar moisture exchange between the contents and the free atmosphere. Specific moisture levels can be maintained inside packages, and packages can be inhibited from acquiring additional moisture.

Many Other Advantages

Naturally, Loxol has many of the superiorities of polyethylene. It's odorless and tasteless. It's greaseproof and waterproof. It's flexible even at extremely

low temperatures. And because the polyethylene is chemically inert, Loxol can be used to package caustics and other products that affect or combine with *ordinary* container materials. What's more, products that require the ultimate in freedom from contamination are safe with Loxol.

Special Varieties

Loxol Silver Chami-Pak consists of foil laminated to paper which has a hot-melt Loxol polyethylene coating. Its excellent characteristics suit it to tobacco and other specialty packaging. Loxol can be creped in one or two directions without developing mechanical failures. In creped form, it still has all of its protective qualities and will stretch and conform to various odd shapes.

Converters in all sections of the country are making multi-wall bags, fiber drums, folding cartons, envelopes, pouches, case liners and other packages that employ Loxol to provide maximum product protection at lowest cost. Write today, and we'll recommend a converter in your vicinity who can fill your requirements. Complete technical facilities are available. Don't delay. Ask for particulars now.



* Reg. T. M.

The lowest-cost All-Transparent Rigid Packages



*Plastafol** Cartons

**NO OTHER PACKAGES ARE MORE APPEALING AT POINT OF SALE...
PROTECT BETTER...DISPLAY THEIR CONTENTS MORE EFFECTIVELY**

Here's how to make window-clear plastic go to work on your sales problem. Our famous PLASTAFOL* Cartons may well prove the best silent salesmen you ever put on the payroll.

In small sizes for which PLASTAFOL* Cartons are

especially adapted, they cost less than any other rigid plastic package. Packagers of highly competitive, smart merchandise have kept our plant growing. Our business is up 600%... and we'd like to take a crack at helping you step up yours.

Write or wire us. We'll get right on the job!

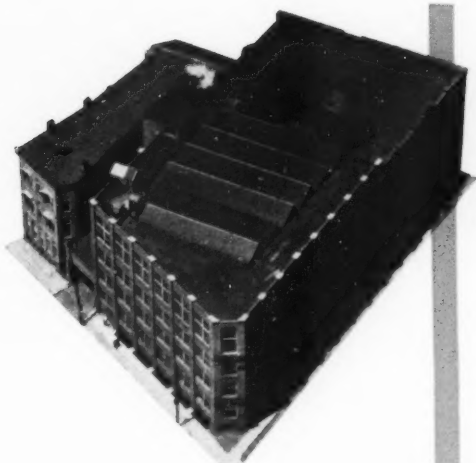
PACKAGED IN *Plastafol**

*Trade Mark Reg. U. S. Pat. Off.

New York, N. Y. • Phone, Enterprise 6613

Troth • Bright • Page, Inc.

Paoli, Pa. • Phone, Paoli 1846



ROCHESTER FACTORY:

New equipment that fits all the production demands of the container industry are designed and made in Rochester. Direct, world-wide shipments are made of these Knowlton machines

Convolute and Spiral Tube Winders . . .
Convolute Paper Can Winders and Seamers . . .
Double and Single Scorers . . . Creasers . . .
Corner Cutters . . . Single Stayers . . .
Slitters . . . Covers and Toppers . . . Flange
Benders . . . Heavy Vertical Slotters . . . Heavy
Bar Creasers and Paraffin Coaters.

KNOWCO GUMMED STAY PAPERS orders are filled and shipped promptly from Rochester and Brooklyn factories. Colors, brown, grey and white.

ALL CONTAINER-MAKING NEEDS EXPERTLY FILLED BY TWO KNOWLTON PLANTS

BROOKLYN FACTORY:

Guaranteed rebuilt machines of varied types and sizes are available at Brooklyn. They include machines listed above as well as Wrappers, Gluers, Quad Stayers, Enders and many others. Our repair facilities at Brooklyn can incorporate new improvements on machines that are given complete overhaul, if desired. Ask for list of rebuilt machines and quotations on repairs and replacements.

Our Brooklyn and Rochester plants carry complete stocks of repair parts.



Leaders in the packaging and container field constantly consult Knowlton engineers on production problems. Our industry-wide knowledge of cost-cutting methods may be helpful in increasing your efficiency and profits.

BOSTON
437 Massachusetts Ave.
(ARLINGTON)



BROOKLYN
45-53 Brouer St.

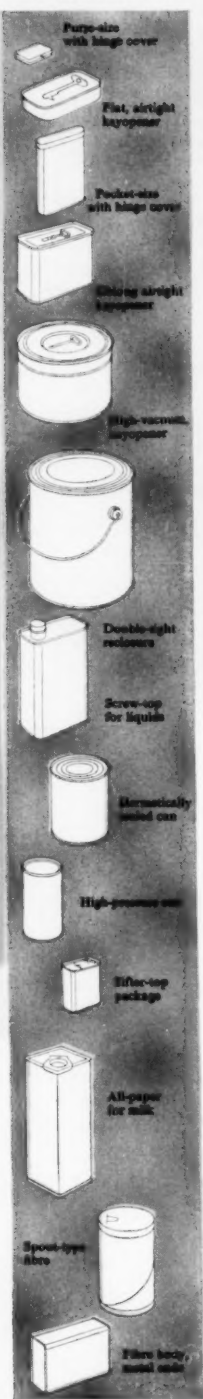
CHICAGO
9 S. Clinton St.

TORONTO, CAN.
280 Richmond St. W.

Pacific Coast Representatives
H. W. BRINTHALL CO.
Los Angeles, San Francisco, Seattle

ROCHESTER, NEW YORK

**WHICH PACKAGE
SUITS YOUR PRODUCT?**



LOOK...one hand!

You know it best as a pocket, purse or bed-table container for tablets—the tiny tin that flips open and snaps shut at the press of thumb and finger!

What you may not know is that this same "magic corner" closure, so popular with millions of Americans, is available in an exciting variety of larger size metal boxes, each offering your product a new consumer appeal!

The "flat-fifty" cigarette box, for instance. Consider it as a possibility for crayons; for tissues; water color paints; lolly-pops—even panatela cigars. Flat as your wallet, it fits snugly into purse, pocket, brief case or the glove compartment of your car.

Many sizes...a legion of uses

Other Canco metal boxes with the "magic corner" closure are deeper, wider, longer, smaller. In fact, almost any rectangular shape or size can be custom-made if we do not have the exact size you require.

Each box opens to display entire contents; closes tight to prevent spilling. Each can be lithographed for big display of your brand name and message. All can be filled automatically and fast.

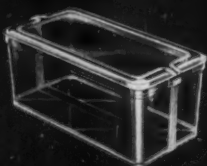
Pioneer package problem-solver

In the creation of new and more effective packages, Canco has been out front since 1901. *Better Call Canco First!*

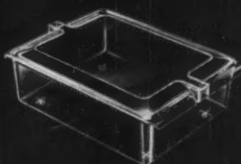




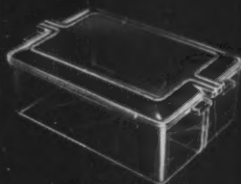
No. 29F—4" x 4" x 3 1/2"



No. 49F—4" x 8" x 3 1/2"



No. 395F—10 1/2" x 13 1/2" x 4 1/4"

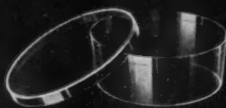


No. 195F—7 1/4" x 10 1/4" x 4"

There's a Tri-State Rigid Plastic Box to fit your product, build your sales,



No. 420F—Diam: 3 1/4" x 2 1/4" deep



No. 210F—Diam: 3 1/4" x 1 1/4" deep

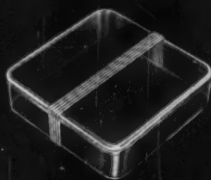


No. 180—Diam: 6" x 2 1/2" deep



No. 30F—4 1/4" x 5 1/4" x 1 1/4"

cut down on your packaging operations. If we cannot satisfy your needs from



No. 92F—4 1/4" x 4 1/4" x 1 1/4"



No. 52—Diam: 4 1/4" x 1/4" deep



No. C49—4 1/4" x 6 1/4" x 2 1/4"

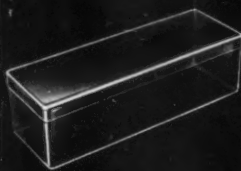


No. 170—Diam: 6" x 1" deep

our wide range of stock sizes and shapes, we'll mold to your specifications.



No. 72—Diam: 4" x 2 1/4" deep



No. 160—2 1/4" x 8 1/2" x 2 1/2"



No. 190—Diam: 5 1/4" x 5 1/4" deep



No. C25—3 1/4" x 4 1/4" x 2 1/4"

**PACKAGE IN PLASTIC—IN RIGID PLASTIC—FOR ADDED PROTECTION—GREATER POINT-OF-SALE
APPEAL—BONUS UTILITY BOXES YOUR CUSTOMERS CAN USE**



The Best Rigid Plastic Boxes are Injection Molded by

TRI-STATE PLASTIC MOLDING COMPANY
HENDERSON, KENTUCKY

New York Office: 12 E. 41st Street—Murray Hill 3-6572
Chicago: 176 W. Adams St.—Franklin 2-7292

THE SATURDAY EVENING
POST

MAY 20, 1950

LIFE

The World's Only Sun Glasses that *Flex* to Fit Your Face!

Hidden Spring Action
is here!

**Columbia Flexfit Gives You
Feather-Light Comfort—CosCom Fit**

Modern "Hidden-Spring" Action—found exclusively in FLEXFIT Sun Glasses—lets you BEND SHAPE, FLEX your sun glasses to a custom fit. Anyone can do it in a few seconds! Just adjust FLEXFIT until they fit you exactly as you want them to! You're assured of perfect fit... no more uncomfortable! Your glasses won't slip or bind! "Hidden-Spring" Action is truly the most revolutionary invention in sun glass history! ONLY FLEXFIT Sun Glasses bring you this revolutionary feature that outlasts all other sun glasses!

The smartest styling ever seen! You put them on when you buy FLEXFIT! You get the perfect fit—no more adjusting that, up to you!

...in glasses costing from \$12.50 to \$25 a pair! WE bring you the SAME features in FLEXFIT Sun Glasses at the SAME price! normally paid for ordinary, old-fashioned sun glasses. It takes try on a



A KING'S SON
H.R.H. THE DUKE OF
CONTINUES THE STORY



WINDSOR

MAY 22,
YEARLY

ANOTHER GREAT PRODUCT ACHIEVEMENT BY

Custom molders of plastic products
and special plastic packaging



COLUMBIA PROTEXTOSITE COMPANY, INC., Carlstadt, N. J. • New York Showrooms: Empire State Bldg. • West Coast Office: 380 Bayshore Blvd., San Francisco, Calif.



Two important qualities of an effective package

It has become essential in this growing trend toward self-service merchandising that every self-selling package have these two qualities:

1. Transparency. Today's shoppers make many purchases purely on impulse... from influences at the point of sale. When food is packaged in crystal-clear Cellophane, they can see all the appetizing goodness of the product.

2. Protection. Shoppers want to be sure that what they buy is protected

from dirt and handling—and kept fresh and flavorful. Du Pont makes more than 50 different types of Cellophane film, each tailored to a special protective service.

That's why these two essentials make a successful package. The converters of Cellophane and Du Pont packaging specialists are continually at work helping to build better packages.

E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.

**Du Pont
Cellophane**

Shows what it Protects—Protects what it Shows



BETTER THINGS FOR BETTER LIVING
THROUGH CHEMISTRY



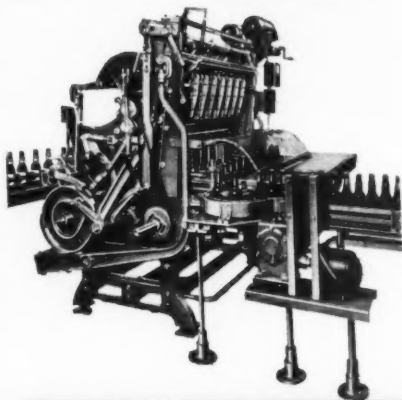
2 out of every 3 beer bottles*

ARE LABELED ON
ERMOLD
AUTOMATIC
MULTIPLE
LABELERS

*A recent survey made throughout the United States indicates that Ermold Automatic Multiple Labelers furnish more than 66% of the bottle labeling capacity of the brewing industry.

There are good reasons for this overwhelming preference. Ermold Automatic Multiple Labelers not only *do* an efficient, economical job, but also *stay* on the job year-in, year-out. These dependable machines handle bottles easily, gently, slowly . . . provide *high volume labeling at low machine speed* because they operate on the *multiple principle*.

With Ermold Labelers on your bottling lines, you can be sure of accurate labeling, minimum breakage, steady output, long machine life, minimum operating attention and low maintenance cost. No wonder *two out of three* beer bottles are labeled on Ermold Multiple Labelers.



For money-saving recommendations on your labeling needs, consult your Ermold Representative.

AUTOMATIC CASE UNPACKING, TOO!

EDWARD ERMOLD COMPANY, 652 HUDSON STREET, NEW YORK 14, N. Y. 70 Years of Labeling Leadership
OFFICES: BOSTON • CHICAGO • CLEVELAND • LOS ANGELES • ST. LOUIS • SAN FRANCISCO • MONTREAL • TORONTO • MEXICO • CUBA • ENGLAND

ERMOLD® LABELERS

FOUNDED 1880



INCORPORATED 1911

EE 137

Max Factor's magical dispensers

combine beauty and utility



they're molded from Koppers Polystyrene

Eye-catching beauty combines with functional utility to make Max Factor's cosmetic line an achievement in packaging. The lustrous, white-and-gold containers, individually styled for each Max Factor product, are molded from Koppers Polystyrene 8X.

Polystyrene's unusual combination of qualities make it the ideal material for packaging projects. Opaque white Polystyrene makes a container that attracts attention on any display counter . . . gives an instant impression of real quality.

Polystyrene can be molded into almost any shape, thus maintaining individuality in a complete line of products. It is free of odor—highly important where the delicate scents of cosmetics are involved. Polystyrene's low cost—both from a material and a molding standpoint—meets one of the first requirements of a perfect package.

If you have a problem in packaging, take advantage of the extra product appeal, lower material cost and lower molding cost that result from using Perfected Polystyrenes. Mail the coupon for a copy of "Koppers 1950 Polystyrenes."

Molded by Eldon Manufacturing Company, Los Angeles, Calif., the distinctive white-and-gold Max Factor packages are made of opaque Koppers Polystyrene 8X. The closure band on the new "World of Beauty" lotion package is molded from crystal Koppers Polystyrene 8X. Manufacturer: Max Factor, Hollywood, Calif.

KOPPERS POLYSTYRENE gives you all these advantages

- Low cost
- Light weight—more pieces per pound
- Excellent dimensional stability
- Excellent electrical properties
- Choice of heat distortion temperature ranges
- Good chemical and moisture resistance
- Tasteless and odorless
- Unlimited color range

Koppers *Perfected* Plastics

KOPPERS COMPANY, INC.

Chemical Division Pittsburgh 19, Pa.
Regional offices: New York, Boston,
Philadelphia, Chicago, Detroit and Los Angeles



Koppers Company, Inc.
Chemical Division, Dept. MPG-7
Pittsburgh 19, Pa.

Please send me your booklet on Koppers 1950 Polystyrenes.

Name

Company

Address

City State

MERCHANDISING IMPACT
built on Facts from Forbes



COMPLETE. This compact, full-color merchandiser provides a wealth of information including actual samples of the product. Pennants, posters and tuck-in cards (not shown) also tie in with this display unit. Created and produced by Forbes for Mead Johnson & Co. in cooperation with C. J. LaRoche & Co., Inc., the company's advertising agency.



IMMEDIATE. Realistic pictorials of the desserts and color coding guarantee prompt recognition of the "Junket" Brand Foods packages. The "Junket" Danish Dessert carton features a still-life painting of the product; flavor-designations matching color photos appear on the new "Junket" Sherbet Mix packages. Created by Jim Nash, nationally known designer, and lithographed by Forbes. McCann-Erickson, Inc. is the advertising agency for "Junket" Brand Foods.

FORBES FACTS help you put real sales punch in your printed merchandising. These facts have been accumulated from Forbes' own experience, continuing studies and *unique* facilities in lithography, letterpress, web gravure and die stamping under one-roof management control. Ask the Man from Forbes to show you how these facts can work for you.

**I DIDN'T KNOW THESE
MERCHANDISERS WERE LOADED!**
(with Sales...that is...)



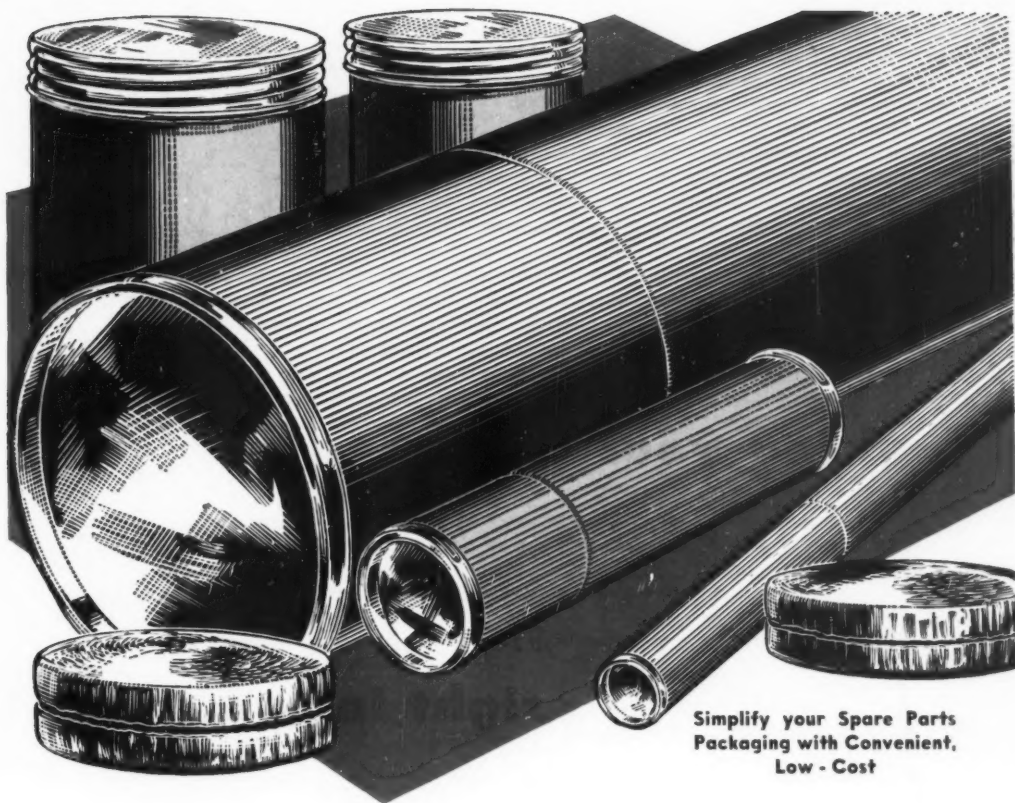
Avoid that mistake! Tell your dealers to expect a rush when you supply them with merchandisers that are *impact-packed by the Facts from Forbes*. Results are immediate, our clients say.

FORBES LITHOGRAPH CO.

NEW YORK • CLEVELAND • BOSTON • CHICAGO • ROCHESTER

Delivers Merchandising Impact





Simplify your Spare Parts
Packaging with Convenient,
Low - Cost

Cleveland Containers
are excellent
for packaging

Automotive Parts
Machine Parts
Electrical Parts
Radio Parts
Plumbing Parts
Laboratory Equipment
Gages . . . Fittings
Precision Instruments
Bearings . . . Bushings
Valves . . . Pulleys
Thermometers . . . Fuses
Distributor Points and Brushes . . .
Special Nuts and Bolts
Drills and Reamers
Cutting Tools
Shop Tools

CLEVELAND CONTAINERS

Protect parts . . . of endless variety, both large and small . . . in handling and in transit. Save steps and time in production. CLEVELAND CONTAINERS are used in thousands of plants to cut costs.

Packaging in units facilitates consumer purchasing.

Whatever your product . . . whatever your combination of parts . . . we will design and deliver quickly the type of container that will meet your individual needs.

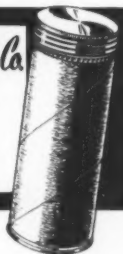
Ask for samples and suggestions.

The **CLEVELAND CONTAINER Co.**

6201 BARBERTON AVE. CLEVELAND 2, OHIO

• All-Fibre Cans • Combination Metal and Paper Cans
• Spirally Wound Tubes and Cores for all Purposes

PLANTS AND SALES OFFICES: Cleveland, Detroit, Chicago, Plymouth, Wisc.,
Jamesburg, N. J., Ogdensburg, N. Y. • ABRASIVE DIVISION at Cleveland
SALES OFFICES: Grand Central Terminal Bldg., New York City; Washington
Gas Light Bldg., Washington, D. C.; West Hartford, Conn.; Rochester, N. Y.
Cleveland Container Canada, Ltd., Prescott, Ontario • Offices in Toronto and Montreal





looking your customer

Dodge Milbossed-Top Corks do just that. These attractive closures look at your customers invitingly. Instantly, they identify your product.

Here is the closure that looks right and seals tight.

right in the eye!

Easy to remove and replace, it pleases the product user.

Dodge Milbossed-Top Corks are made of uniform, high grade natural cork and firmly bonded to durable, hardwood tops. Have them embossed with your name or trade-mark to get added recognition at the point of sale.

Dodge Milbossed-Top Corks are available in standard or special designs . . . in a diversity of sizes and colors. Consult us about your particular needs.

DODGE CORK COMPANY, INC., LANCASTER, PA.



Dodge
CORK CLOSURES

DESIGNED TO GUARD THE INTEGRITY OF THE CONTENTS



Dealer mailing piece

Colorful window strips



SPERRY *Candy Company*

MANUFACTURING CONFECTIONERS

133 W. PITTSBURGH AVE.
MILWAUKEE 4, WISCONSIN

“Milprint follow through service helps us build a better coordinated program.”

Mr. William Heller, President
Milprint, Inc.
431 W. Florida St.
Milwaukee 1, Wisconsin

Dear Mr. Heller:

We thought you would like to have our comments on the highly satisfactory results we are getting with your "follow through" service.

It's a real help to have so many types of material and printing processes available from a single source and to have the helpful counsel of merchandising men who understand our kind of selling problems.

We know from experience that Milprint "follow through" service isn't just a claim. It saves us time and helps us build a better coordinated program. Keep up the good work!

Sincerely yours,

Fred F. Foster

Fred F. Foster, President
Sperry Candy Company

FF:st

P.S. Milprint also produces this stationery and calling cards to match.

Candy bar wrappers
Foil-Glassine-Cellophane



Lithographed box overwraps



Lithographed display carton

Put Milprint "follow through" service to work for you.
Call your local Milprint man or write today.

Milprint INC.
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING

General Offices, Milwaukee, Wisconsin
Sales Offices in All Principal Cities

Printed Cellophane, Pliofilm, Acetate, Glassine,
Plastic Films, Foils, Folding Cartons, Litho-
graphed Displays, Printed Promotional Material

blue

says "buy me!"

PACK
TO
ATTRACT
IN

Maryland
Blue

ALSO AVAILABLE IN
CLEAR GLASS

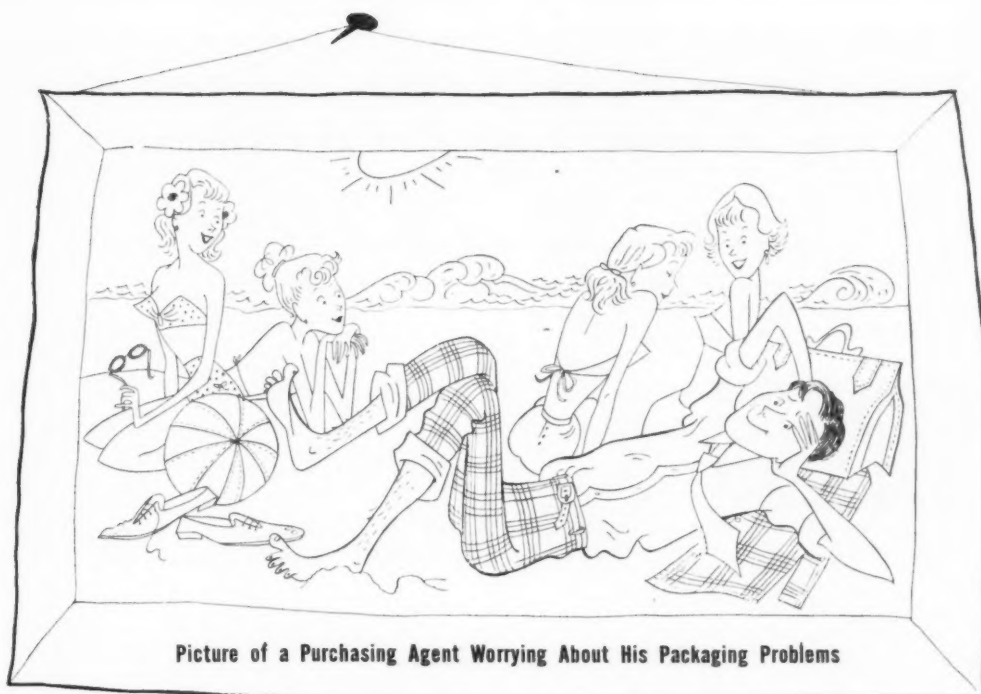


Is your package merely a container? Or does it perform double duty as a container and a merchandiser? Many famous brands have turned to Maryland Blue Glass for packaging that excels in both vital functions.

Blue acts as a powerful advertising, merchandising and selling tool. Blue makes your product stand out in the store . . . in the home. Blue is easier to see and remember. Blue gives the outward appearance of your product the quality and distinction that says, "Buy Me!" So follow the lead of many famous brands . . . pack to attract in Maryland Blue. Write today for samples and details.

MARYLAND GLASS CORPORATION

BALTIMORE 30, MARYLAND



Picture of a Purchasing Agent Worrying About His Packaging Problems

EXPLANATION:

Aluminum Tubes by Sun Tube

Got a tough-to-solve packaging problem? Plenty of purchasing agents find Sun Tube's got the right answers. Take aluminum tubes, for example:



**Only Sun Tubes give you
all these advantages:**

'Satin-finish' shoulders —with a handsome soft luster. Unmarred by die marks or ridges. A Sun Tube exclusive!

Crisp reproduction — any design or color combination.

Uniformity — exact dimensions every time. Cuts rejects and downtime.

Cleanness — no lint, no shavings. Clean as your own product.

Flexibility and durability — because of special Sun Tube processing.

Cost — no more than other quality tubes!

All the facts about Sun Tubes—aluminum or lead and tin, standard size or one-shot Unitainers—are yours for the asking. Get our free, helpful Tube Handbook just by phoning or writing our home office—Sun Tube Corporation, 131 Long Avenue, Hillside, N. J.—or our nearest representative:

Chicago 26, Ill. . . . James L. Coffield, Jr., 7720 N. Sheridan Rd.
St. Louis 1, Mo. . . . M. P. Yates, Arcade Building
Cincinnati 8, Ohio Ralph H. Auch, 3449 Custer Road
Seattle 4, Wash. King & Anderson, 1016 First Ave. South
San Francisco 3, Calif. . . . King & Anderson,
Los Angeles 27, Calif. . . King & Anderson, 1001 No. Vermont Ave.

Houston 2, Tex. R. P. Anderson Co., 603 M & M Building
St. Paul 1, Minn. Alexander Seymour, 1411 Pioneer Bldg.
Dallas 2, Tex. R. P. Anderson Co., 317 Texas Bank Bldg.
Portland 1, Ore. King & Anderson, Foot S. W. Gibbs St.
Western Merchandise Mart, 1355 Market Street

Visible Quality in the Package Can Reflect the Invisible Quality of the Product . . .

*Leading Manufacturers of Tobacco Products
and Beverages Recognizing that Fact
Give Preference to*



FOR FINE FOLDING CARTONS

SUPERIOR PRINTING SURFACE ASSURED UNIFORMITY
BRIGHT FAST AND SOIL RESISTANT COLOR
HIGHER VARNISH GLOSS BRIGHTER - SMOOTHER
CUSTOM MADE FOR EVERY ORDER CONTROLLED COLOR MATCHING
LUSTROUS BRUSH FINISHES AND EMBOSSINGS

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives

H. B. Royce, Detroit
Philip Rudolph & Sons, Inc., Philadelphia
A. E. Kellog, St. Louis
Norman A. Buist, Los Angeles





Nearly all leading manufacturers of injectables seal their products with ALCOA CLOSURES . . . the closures that are:



TAMPERPROOF—This outer, tear cap immediately detects tampering.



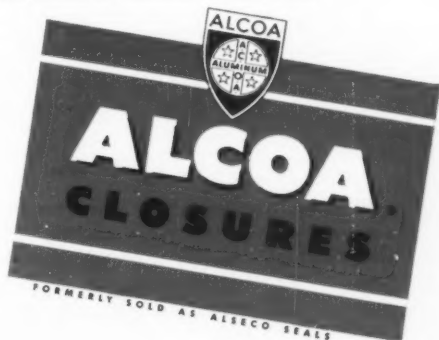
STERILE—After opening, this cover cap guards against superficial contamination.

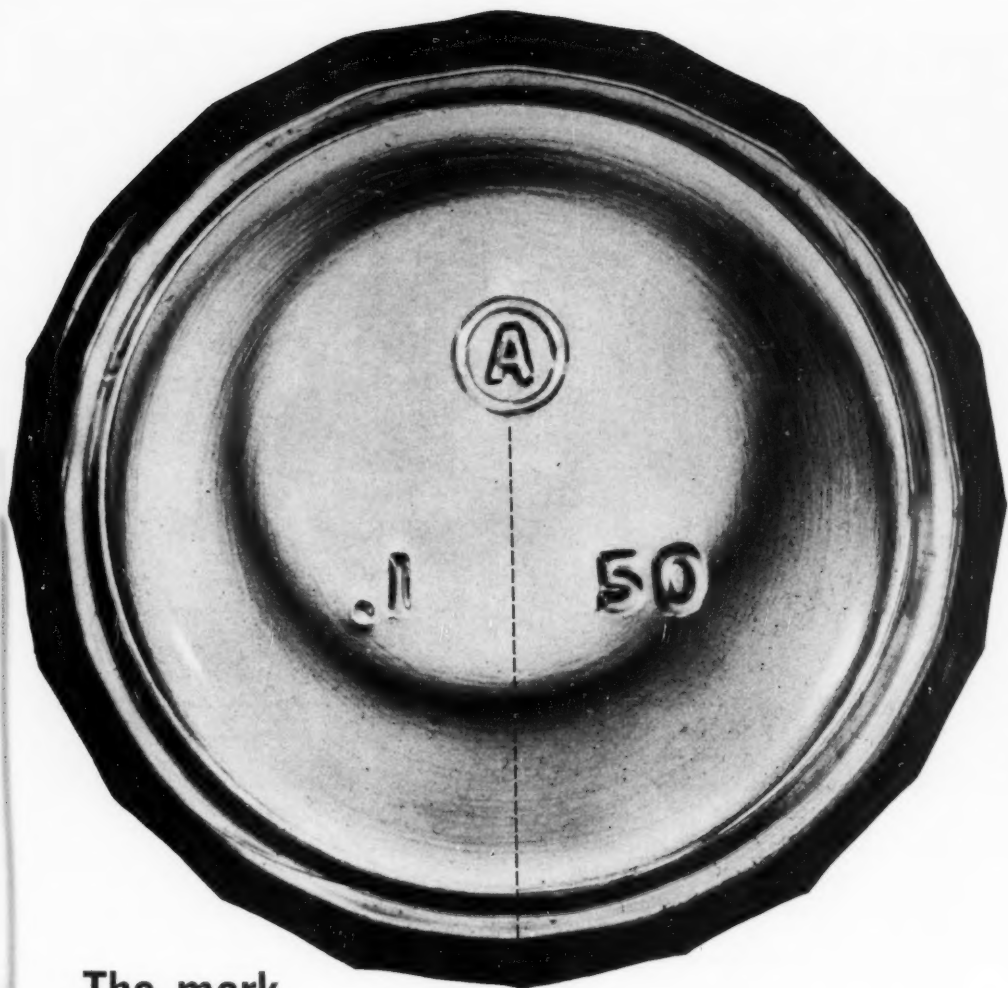


LEAKPROOF—This inner ferrule securely seals the contents . . . keeps out everything but the needle.

Thus, Alcoa Stericaps provide three-way protection—assure sterility until the last cc is used.

For information, send for a copy of our catalog—it's free. Write: ALUMINUM COMPANY OF AMERICA, 1705G Gulf Building, Pittsburgh 19, Pennsylvania.





The mark
of good
glass performance

Armstrong-designed containers have often resulted in substantial economies in customers' packing lines. Many packers find that they get better than average performance from all their Armstrong glass containers and closures. For more complete in-

formation, see your Armstrong representative or write direct to Armstrong Cork Co., Glass and Closure Division, 2307 Prince Street, Lancaster, Pennsylvania.

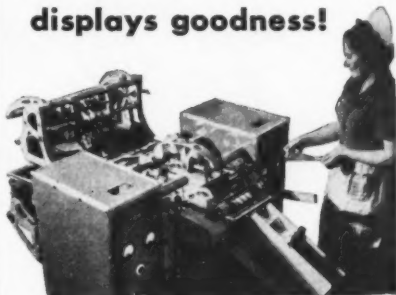


ARMSTRONG'S GLASS

Saran film

NEW DRIED FRUIT WRAP

protects quality...
displays goodness!



Saran film bags are produced on this Simplex Bagging Machine equipped with electronic sealing devices.



use *Saran film*
to package candy in
moisture-proof bags

Moisture and gas protection—guards against drying out and protects original flavor against harmful exposure.

Brand identification—can be carried on header or printed upon Saran Film.

Adaptable—for use on automatic bagging machines.

Ageing characteristics—Saran Film remains soft and appealing to the touch under normal conditions.

Supply—let Dow put you in touch with Converters who can supply any size of bags.

Dow Technical Service—can give answers to your specific plastics packaging needs.

Clear the way for bigger sales with dried fruit packaged in glistening, clear Saran Film. Natural flavor and moisture are safely retained by the excellent moisture-proof quality of Saran Film.

The superior qualities of Saran Film... impermeability... toughness... transparency... recommend its use for packaging candy, dried onions, nuts, powdered milk and many other products.

The Dow Chemical Company
Plastics Division Dept.—TOF-40
Midland, Michigan

Please send me additional information about Saran Film Packaging.

Name

Company

Street

City State

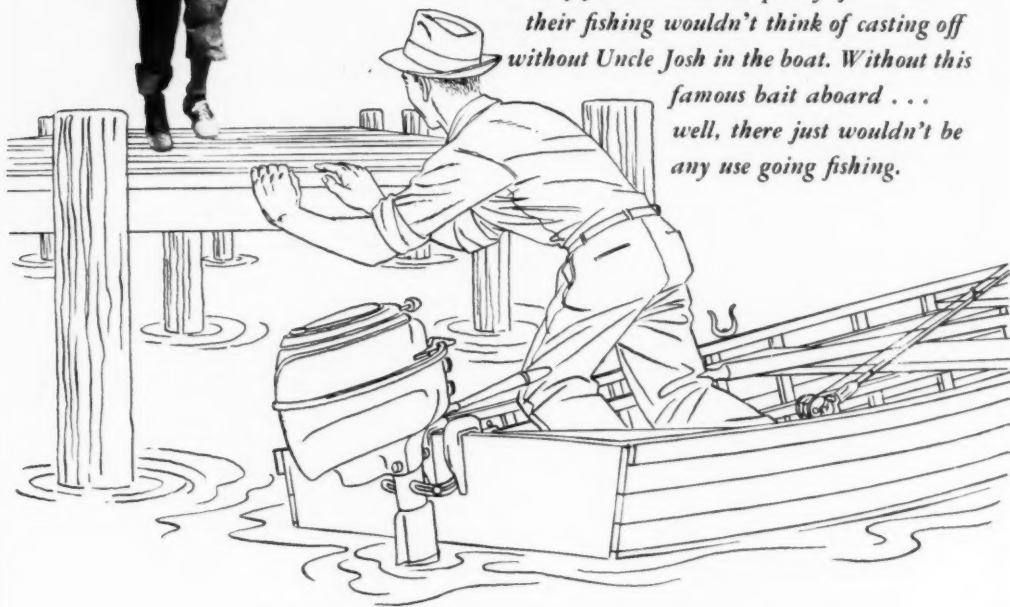
DOW
plastics

Plastics Division TOF-13—Packaging Section • THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN
New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit • Chicago • St. Louis • Houston • San Francisco • Los Angeles • Seattle • Dow Chemical of Canada, Limited, Toronto, Canada



Hey-don't forget **UNCLE JOSH!***

A lot of fellows who like plenty of action in their fishing wouldn't think of casting off without Uncle Josh in the boat. Without this famous bait aboard . . . well, there just wouldn't be any use going fishing.



MANY, many packers of food and drug products would feel "lost" without Crown Closures. They've come to depend on these famous closures for all of their sealing needs. They know that no matter what kinds of products they pack, Crown has the type of closure and liner that is correct . . . scientifically correct, for their particular purpose.

If you have a sealing problem, or are wondering which closure is "right" for your product . . . talk to Crown. Our 50 years of accumulated knowledge of scientific sealing methods is available to any manufacturer to help him get maximum efficiency from his closures. Crown Cork & Seal Company, Baltimore 3, Maryland. *World's Largest Makers of Metal Closures.*



CROWN CLOSURES

Approved by millions of housewives

**Packed by Uncle Josh Bait Co., Ft. Atkinson, Wisconsin.*

Packaged in Alcoa Tubes

You'll find Palmolive Shaving Cream displayed and sold in colorful, eye-catching Alcoa Tubes. Packaged in easy-to-use tubes because, after careful checking, Colgate-Palmolive-Peet's Research Division found that Alcoa Aluminum Tubes kept their product factory fresh—retained their shape during shipping and handling—enjoyed a good shelf life. Interested? Call our local sales office for further information. ALUMINUM COMPANY OF AMERICA, 1751G Gulf Building, Pittsburgh 19, Pennsylvania.



ALCOA

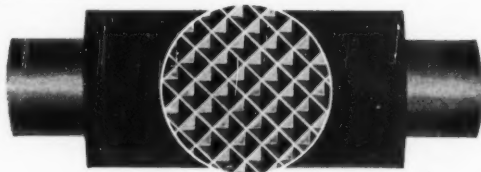
First in Aluminum Tubes

Engineered **PRECISION ENGRAVED APPLICATOR ROLLS** **FOR MEASURED APPLICATION OF COLOR, PLASTIC OR ADHESIVE**

Precision engraving of Applicator Rolls is the result of years of scientific research by experienced technical people with a wide knowledge in measured application of color, plastic and adhesive. Our mechanical process of engraving insures uniform depth which determines the amount of color or coating to be applied. The pre-determined depth of each cell in any pattern is identically the same, regardless of the number per square inch, or the size of the roll.

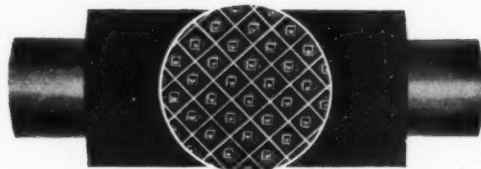
PYRAMID SHAPE CELL

Most generally used for light and medium application of color or coating on aniline or offset printing machines, where the color or coating is applied to a rubber mat, offset or transfer roll without the use of a doctor blade.



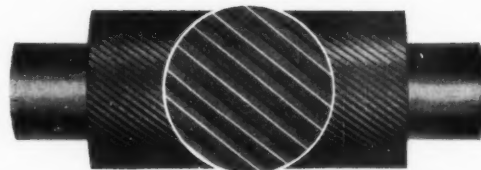
QUADRANGULAR SHAPE CELL

Basically a gravure type cell, best suited for coloring or coating on Intaglio or gravure machines, or any other direct application equipment using a doctor blade. The uniform size and depth of the cells in each pattern determines the weight of the material applied. There is a pattern available for almost any direct application.



TRIANGLE-HELIX SHAPE CELL

This scientifically engineered cell is used for heavy application of color and coating, on machines employing a doctor blade. The Triangle Helix Shape Cell has solved many complicated coating and coloring problems, and produces a uniform coverage.



The density and percentage of solids in any coloring or coating material, plus the measured dry weight of solids to be applied, determines the correct pattern for each application. Our complete engineering service is yours for the asking.

**PIONEER PRODUCERS OF
PRECISION ENGRAVED
APPLICATOR ROLLS**

**MODERN ENGRAVING
& MACHINE CO.**

1413 CHESTNUT AVE., HILLSIDE 5, NEW JERSEY



Tupper Seal, air and liquid-tight flexible covers fit, and are included in the sets of all Tupperware Cans.



The Tupperware 50 oz. Canister is "standard equipped" with the Tupper Seal, air and liquid-tight flexible Pour All cover.



The Tupper Seal, air and liquid-tight flexible Pour All cover is used on every Tupperware 20 oz. Canister.



The Tupper Seal, air and liquid-tight, Pour All cover is a cover for 46 oz. cans; Tupperware Sauce Dishes and other containers of metal, glass or pottery. Foods easily dispensed without removing entire cover.



The Tupperware Wonder Bowls are usually fitted with Tupper Seal, air and liquid-tight covers.

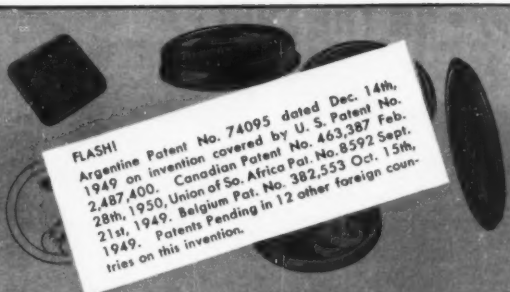


Manufacturers of — CONSUMER, INDUSTRIAL, PACKAGING AND SCIENTIFIC PRODUCTS

FACTORIES: Farmingtonville, Mass., and Cuero, Texas

New York Show Rooms 225 Fifth Ave.

ADDRESS ALL COMMUNICATIONS TO: Department A



FLASH!
Argentine Patent No. 74095 dated Dec. 14th, 1949 on invention covered by U. S. Patent No. 2,487,400. Canadian Patent No. 463,387 Feb. 28th, 1950. Union of So. Africa Pat. No. 8592 Sept. 21st, 1949. Belgium Pat. No. 382,553 Oct. 15th, 1949. Patents Pending in 12 other foreign countries on this invention.

TUPPER / Seals

air and liquid-tight, flexible covers for Tupperware Tumblers, Canisters, Wonder Bowls, Cereal Bowls and many another container of glass, metal and pottery, the contents of which it is desired to keep fresh and wholesome.

TUPPER /

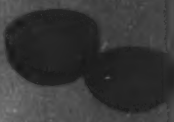


There's a Tupper Seal, air and liquid-tight, flexible cover for Tupperware 5, 8 and 12 1/2 oz. Tumblers too, and these Tupper Seal, covers fit many other containers of metal, glass and crockery.

The Tupper Seal, air and liquid-tight flexible Pour Tap cover, specially designed as a dispensing cover for specified diameters of containers holding foods such as syrups, salad dressings, etc.



The cover of the Tupperware Bread Server which serves as a bread tray, also is designed to give similar results as Tupper Seal, air and liquid-tight flexible covers. Keeps contents fresh as no other such container.



When equipped with Tupper Seal, air and liquid-tight, flexible cover, Tupperware Cereal Bowls serve many another purpose.



The Tupper Seal, air and liquid-tight flexible cover made for Tupperware 16 oz. Tumblers also fits and is sold with all Tupperware Funnel as a base when funnels are used on storage containers.

FORMAL NOTICE!

9th November, 1949

EXCLUSIVE!

U. S. Patent #2,487,400

The Tupper Corporation has attained a position of leadership in this industry by incurring great expense and expending painstaking effort in the development, design, manufacture and exploitation of its many world-known products.

The Tupper Corporation further has anticipated the inevitable attacks to which leadership is subject and has taken measures provided by law to preserve the creative rights to its products, methods and design by patent protection both in the United States and abroad.

Tupper Seals for Tupperware shown in this advertisement are just a few of the forms covered in this manner and are specifically covered by U.S. Patent #2,487,400.

Only the Tupper Corporation, by U.S. Patent #2,487,400 has the right to make, use and vend container closures in connection with any and all types of containers throughout the United States and its territories as covered by the claims of the Patent.

Tupper Corporation will protect, according to law, the exclusive rights above granted

TUPPER CORPORATION

TUPPER CORPORATION

Salesmen • ON THE SHELF!



• • • variety of sizes



• • • economical and practical

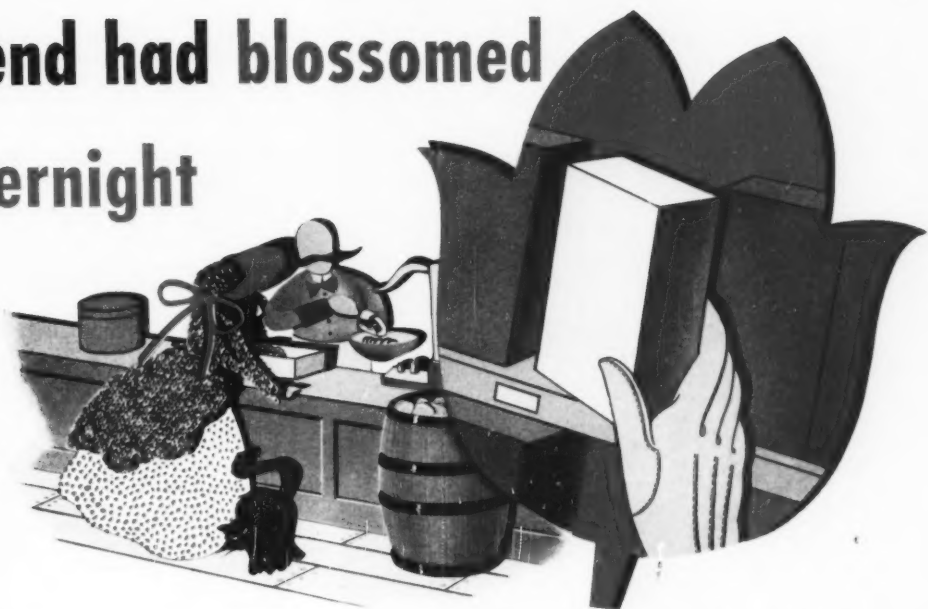


• • • beauty of design and color



Quality **OLIVE CAN COMPANY** Service
 MANUFACTURERS • DESIGNERS
 PLAIN • DECORATED • LITHOGRAPHED
 METAL CONTAINERS
 450 N. LEAVITT ST., CHICAGO 12, ILLINOIS

If the 50-year packaging trend had blossomed overnight



Few women, if any, write fan mail to packaging departments. But if the package merchandising transformation of the last 50 years had happened overnight the U. S. atmosphere would be a-tingle with feminine squeals of delight.

Try to imagine shopping one day in the old fashioned food store with the grocer weighing your purchases from the open cracker barrel, crates of dried fruit, a huge block of cheese, or the sugar bin, and then—next day—confronting in the same store a

neat array of handy cartons containing practically everything you need in the most convenient form ready to pick up and take home. Maybe it takes a lot of imagination

—but that is the only way to get the full impact of what U. S. industry's packaging departments have done for U. S. merchandising, and for the buyer of packaged products.

Being a dependable ally of U. S. industry's packaging departments is the main business of that complete combination of facilities which we call "PLANNED PACKAGING". Advanced production facilities meet today's top-quality requirements for cartons and containers. Complete development facilities meet those demands for improvement characteristic of the alert packaging department.

*Planned
Packaging
MOVES
MERCHANDISE*



THE OHIO BOXBOARD CO.
RITTMAN • OHIO

Manufacturers of paper board, folding boxes, corrugated and fiber shipping containers, and converted specialties
SALES OFFICES: RITTMAN • AKRON • CUYAHOGA FALLS • TOLEDO • CLEVELAND • COLUMBUS
CINCINNATI • YOUNGSTOWN • MANSFIELD • PITTSBURGH • NEW YORK • CHICAGO

From Letterpress



To Lithography



OXFORD PAPERS

HELP BUILD SALES

WHEN YOU'RE LOOKING for top-quality reproduction, either by letterpress or offset lithography, you can count on Oxford Papers to produce more effective selling aids for you. For these fine printing papers have built a record for outstanding performance—they'll make your brochures, advertising inserts, direct mail, house organs and labels more compelling, more attractive.

Every paper bearing the nationally recognized Oxford label is backed by fifty years of experience in developing a wide range of grades for practically every printing need, and regardless of the process you choose you are assured of top-quality results and maximum press efficiency. That is why the Oxford Paper you select for any printing job will prove a sound investment for you and your customer.

Oxford Papers

Are Good Papers to Know

The full range of Oxford grades covers every paper requirement for letterpress, offset, lithography and roto-gravure. Here, for instance, are six Oxford grades which it will pay you to know—and specify by name:

MAINEFLEX ENAMEL WESCAR OFFSET

MAINEFLEX ENAMEL COVER DUPLEX LABEL

MAINEFLEX COATED ONE SIDE LITHO ENGLISH FINISH LITHO

★ ★ ★

Your Oxford Paper Merchant Is a Good Man to Know

You will find that there are many reasons why your Oxford Paper Merchant is a good man to know. As you might expect, you can count on him to supply your needs for paper promptly. In addition, you will find his long experience and practical knowledge of paper and paper problems a real help in your business. Remember, he makes a business of helping users make sure of the greatest value from their investment in printing papers. There is an Oxford Paper Merchant as near as your phone in any of 68 principal cities from coast to coast. Get in touch with the nearest of these today, and ask for a copy of the helpful Oxford Paper Selector Chart. Or, write direct to us.



Oxford Paper Company

230 Park Avenue, New York 17, N. Y.

Oxford Miami Paper Company

35 East Wacker Drive, Chicago 1, Ill.

MILLS AT RUMFORD, MAINE,
AND WEST CARROLLTON, OHIO

Make your printing sparkle
with BBD's

**RICHER...
BRIGHTER...**

**YELLOW
INKS**

BBD has a
YELLOW INK
for Aniline printing
on any stock



EXCELLOPAKE for CELLOPHANE, GLASSINE,
FOIL and other non-absorbent
stocks

HYDROTONE for heavy-weight TISSUE,
KRAFT, SULPHITE and noiseless
Pop Corn bag stock

MAT ACETATE for all grades of ACETATE

FOIL-BRITE for METALLIC FOILS

PREPRINT for GLASSINE prior to waxing

KRAFT-ANILINE . . . for KRAFT and SULPHITE

TRANSLUSTRO . . . for GLASSINE and paper
stocks

POLY-PAKE for POLYETHYLENE film

VINYL-INE for VINYL film

These BBD inks are also available in full
range of standard and special colors.

**High
OPACITY**

**Uniform
COVERAGE**

**Extra
MILEAGE**



On packages . . . on decorative papers
. . . the combination of black on yellow
ranks first in visual contrast. But, for still
greater impact, use a yellow with the bril-
liance, depth and purity of color—strong
BBD ANILINE INKS.

Unsurpassed as first-down colors, BBD
YELLOWS can be liberally used for
background solids because they lay
smoothly, do not mottle . . . even at high
running speeds. They afford clean, sharp
impressions of fine lines and small type.

BBD has nine different types of
YELLOW INKS . . . each in a practically
unlimited range of standard or special
shades—each specially formulated to suit
your stock, equipment and operating
conditions.

A BONUS for BBD INK users

. . . our famous "shirt-sleeve" technical
service by aniline ink specialists. Let a BBD
field man show you—on your own press
—how to get better print quality.

Bensing Bros. and Deeney

LARGEST MANUFACTURERS OF ANILINE INK IN THE WORLD

401 N. BROAD STREET, PHILADELPHIA 8, PA.

Associated Manufacturing Plants: 81 Albion Street, Wakefield, Mass.; 2358 N. Seeley Ave., Chicago 47, Ill.
West Coast Distributor: A. M. Bojanower, 5270 E. Washington Blvd., Los Angeles 22, Cal.
Export Division: McLaurin-Jones Co., 22 East 41st Street, New York 17, N. Y.

Fabricated Leather*

**makes better packages
for bigger sales!**

**These Typical Packages Were
Covered with Fabricated
Leather—for Durability,
Distinction and Sales Appeal.**

This new product, available in a wide selection of smart colors and distinctive patterns, contains genuine leather fibers. Fabricated Leather looks, feels and wears like genuine leather, but is a fraction of its cost.

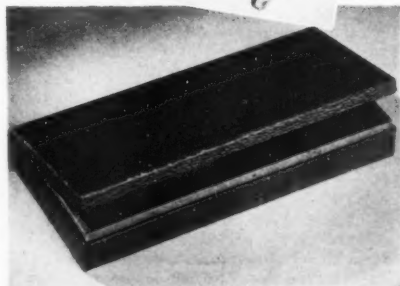
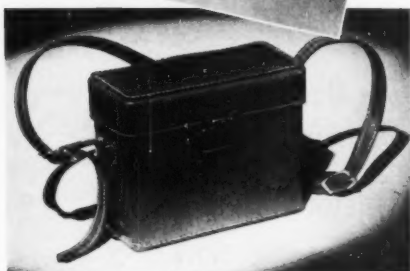
Tough, flexible and durable, Fabricated Leather offers unlimited decorative possibilities in packaging all types of items. It will help you add smart design and extra sales appeal to your product for original or re-use packaging.

If you have a product and a packaging problem, we'd like to exchange ideas with you. Write today for samples and quotations. No obligation, of course.

**Registered Trade Mark
Composed of approximately 40% ground leather by volume,
plus other ingredients.*

UNI-MARK, INC.

New York: 454 Fourth Avenue
Boston, Mass: 60 South Street



PHILLIES cigars are

GUARANTEED FRESH!



TRIPLE
SEALED
FOR
FRESHNESS

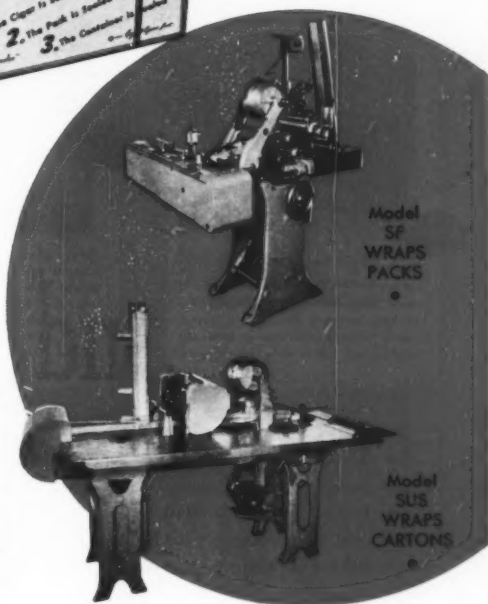
ANOTHER of the many
products quality-sealed on

Scandia machines*

There's economy in the method, as well as in the policy of cellophane-wrapping products that should be kept factory-fresh until they are opened for use. Scandia machines, using less materials do an unequalled job of sealing packages at higher wrapping speeds.

Write for details on Scandia's exclusive features!

*patented under Bronander patents.



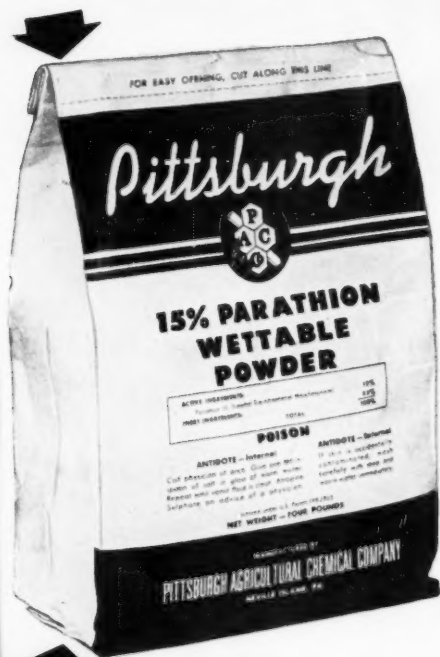
manufacturers of machines for

Multiple-Packaging
Bundling
Banding
Wrapping

Scandia

MANUFACTURING COMPANY
NORTH ARLINGTON, NEW JERSEY

New! Betner "Duo-Tite" Bag



TOP & BOTTOM
Inner heat-seal plus added
strength and protection of
the "Duo-Tite" turnover.

and...

Betner can supply the special machinery for closing the "Duo-Tite" bag . . . it heat-seals, double folds and pastes the tops in exactly the same manner as the bottom is constructed. Your inquiries are welcome, and samples with full technical information will be supplied promptly.



Benj C Betner Co

DEVON, PA.

BENJ. C. BETNER of Va., Richmond, Va.; BENJ. C. BETNER CO. of WISCONSIN, Appleton, Wisconsin; BENJ. C. BETNER CO., Paris, Texas; BENJ. C. BETNER CO. of CALIFORNIA, Los Angeles, California

A complete bag service—from idea to finished bag to machinery for closing coffee bags and filling and closing liner bags for cartons.

TREND CONTINUES TO PLAXPAK



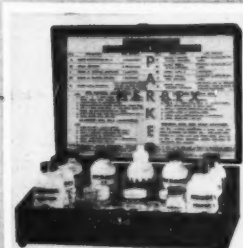
ONLY MATERIAL PEAT HUMUS won't eat through is reason why Clinton Nurseries, Clinton, Conn., selected Plaxpak polyethylene as packaging material. Plaxpak is also used for Potting Soil and African Violet Soil. U. S. Envelope Company makes bags.



OPTICAL FRAMES made by Bay State Optical Company, Attleboro, Mass., are protected by Plaxpak polyethylene envelopes against tarnishing, discoloration and abrasion. Envelopes are fabricated by Kellogg Container Division, U. S. Envelope Company.



DIAPER BAGS of Plaxpak polyethylene film introduce new era of clean, odor-free and moisture-proof laundry service. Developed by Dependable Products, Inc., New York City, the Plaxpak bags cost less, last longer, and are more satisfactory to customers.



PROFESSIONAL HAIRDRESSERS will move more confidently, swiftly and quietly in giving Parker Herbox Hair Hygiene Treatments. Unbreakable Plaxpak bottles are used in the Herbox Dispenser Unit for Herbox Shampoos, Conditioner and other hygienic aids.



ATTRACTIVE TRAVEL KIT by Jean Nete features nine-ounce Plaxpak bottle of "friction pour le bain" after-bath lotion. Lightness and unbreakability of Plaxpak bottle make it an ideal container for traveling. Takes rough handling, squashing in stride.



UNBREAKABILITY AND INERTNESS to hydrofluoric acid make the Plaxpak bottle a super-convenient container for Johnson Chemical Industries' Rust-E-Lim, a rust stain remover used in the laundry and dry cleaning industries. Insert plug emits thin stream.

In ever-increasing numbers, manufacturers are turning to Plaxpak bottles and film. In some instances, new products are involved; in others, established products are converting to the bottle that won't break or the film that won't tear.

Plax has just published a new catalog on Plaxpak bottles. A request on your company letterhead will bring you a copy.

PLAX BLOW-MOLDED PRODUCTS ARE MADE UNDER THE FOLLOWING U. S. PATENTS: 2,128,239; 2,179,053; 2,179,054; 2,230,086; 2,230,190; 2,260,750; 2,287,751; 2,349,176; 2,349,177; 2,349,178

★ In addition to its packaging products, Plax makes a wide variety of thermoplastics in rod, sheet, tube, and other forms.



PLAX CORPORATION,

P. O. BOX 1019, HARTFORD 1, CONNECTICUT
In Canada, Plax Canada, Ltd., Toronto

Offices in New York City, Syracuse, Philadelphia, Cincinnati, Chicago, St. Louis and Houston

"Your Package Must Protect the INTEGRITY of Your Product"

Says:

JOEL Y. LUND

*(Vice President, in charge of
Manufacturing and Export,
Lambert Pharmacal Company)*

The customer expresses faith in a product just by asking for it. He expects it to be in perfect condition, with all its vital qualities intact. The package must not fail. That's why men whose products are noted for integrity stress *protection* in packaging.

Check the sales leaders in field after field and you will find careful evaluation of packaging materials . . . and over and over again you will find Riegel papers selected for product protection. We design many special types . . . for flexible packages, for laminates, for outer wraps, for inner wraps and for almost every requirement you may have.

Tell us your needs. We believe we can offer you a paper that will do your job . . . efficiently and economically.

RIEGEL PAPER CORPORATION
342 Madison Avenue, New York 17, N.Y.



Riegel

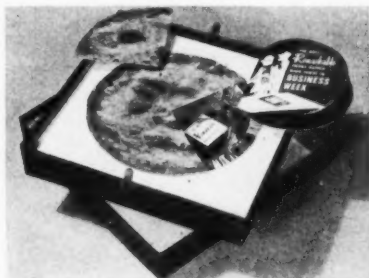
*Tailor-made Papers for
Protective Packaging*

PIE GETS "BOX" SEAT

One of 1950's most successful promotions was scored in May by *Business Week* magazine . . . with a big assist from Miller boxes!

The story started with a *Business Week* article on new, disposable pie plates of aluminum foil. Only half a column in length, the article pulled inquiries from more than 100 keenly interested food processors . . . proving that *Business Week* means business. The publishers naturally wanted to tell advertisers, and did so with a direct-mail piece in the form of a pie, handsomely seated in a set-up box custom-built by Miller.

You'll still see these well-packaged "pies" in the office of many an advertising manager and agent. Sustained effect like



BUSINESS WEEK tells a top sales story in a Miller-boxed promotion piece

this is typical of Miller boxes. They're made not only to *last* . . . but to hold their sales appeal indefinitely through storage, shipment, display, and constant handling.

Whether you're interested in mailing boxes . . . or in attractive packages for pharmaceuticals, confectionery, jewelry, novelties, hardware, toys, textiles, or almost any other product . . . you'll do well to call in the Miller representative. He'll have ideas that will help you . . . and he'll show you what *service* really means!

**For more
Sales Punch consult a Boxing Champ**

**Designers and manufacturers
of SET-UP PAPER BOXES**

NEW

ROCKWELL

Continuous Motion

AUTOMATIC CAN CARTONER

ONLY ONE OPERATOR
REQUIRED

The machine pictured is installed in the brewery of Drewrys Ltd. U.S.A. Inc., at South Bend, Indiana. Only one operator is required to keep the carton magazine and glue pots filled and observe the general operation of the machine.

**CARTONS SIX CAN PACKS
AT RATES OF
330 CANS PER MINUTE
AND UP!**

This Rockwell fully automatic machine is a recent development for the brewery trade. It feeds six cans of beer at a time into automatically selected, erected and timed cartons at rates of 330 cans per minute or higher, if required.

Cartons are glue sealed under pressure and are designed with either four flaps on each end to form a completely closed package or, alternately, with three flaps and a hand-hole in the top panel for carrying ease. Safety switches are provided throughout to shut off the machine should shortages occur in any of the supply lanes.

To get full facts on this speedy, economical new way to carton multiple packs of cans mail the convenient coupon.



**OUR BUSINESS IS
TO SAVE YOU MONEY**

CLIP COUPON FOR FULL DATA

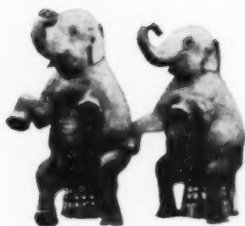
ROCKWELL PACKAGING MACHINES, INC.
Subsidiary of Rockwell Manufacturing Co. B5003-1
Box 314, Hudson, N.Y.



Gentlemen:

Please send me full information on Rockwell automatic can cartoners.

COMPANY.....
STREET.....
CITY.....ZONE.....STATE.....
YOUR NAME.....POSITION.....



TENACITY!

To the aerialist, tenacity is all important. Not only success, but life itself depends upon her bold determination, her steadfast endurance . . . upon tenacity!

And "tenacity" is the best one-word description of UPACO adhesives.

Born to quality in the famous laboratories of The Union Paste Company, these adhesives are offered in the widest variety available.

Our tradition of conscientious service in the development of adhesives for all packaging purposes is your assurance of complete satisfaction.

A letter outlining your requirements and problems will receive our prompt attention.



**THE UNION PASTE
COMPANY**

1605 HYDE PARK AVENUE
HYDE PARK, MASSACHUSETTS



Crescent Package Inks

There's a Crescent ink for every packaging stock—every printing process. An ink with printing and drying qualities you can depend on. An ink with the body and color you need to turn utility packages into their own salesmen. Try one of these on your next job.

→ HOMOGETONE

—firm bonding on cellophane, glassine, foil and plastic films.
100% pigmented for full opacity. Odorless and fast drying. Also made in a special formula for absorbent stocks with three stages of control
—non-evaporating, normal and fast drying.

→ AQUACHROME

a water soluble ink, brilliant and smooth laying on absorbent stocks.
When dry, this ink is extremely water resistant—unaffected by waxing—will not spot or smear.

→ GRAVITONE


—a gravure ink for cellophane, glassine, pliofilm, other selected packaging materials. Opaque—prints small type and fine lines with exceptional clearness. Prints glossy or mat as desired.

→ DIENE

—a moisture set ink for letterpress printing on absorbent stocks. Odorless—ideal for food packaging. Dries instantly on application of steam and can be waxed immediately.

→ SMILAN

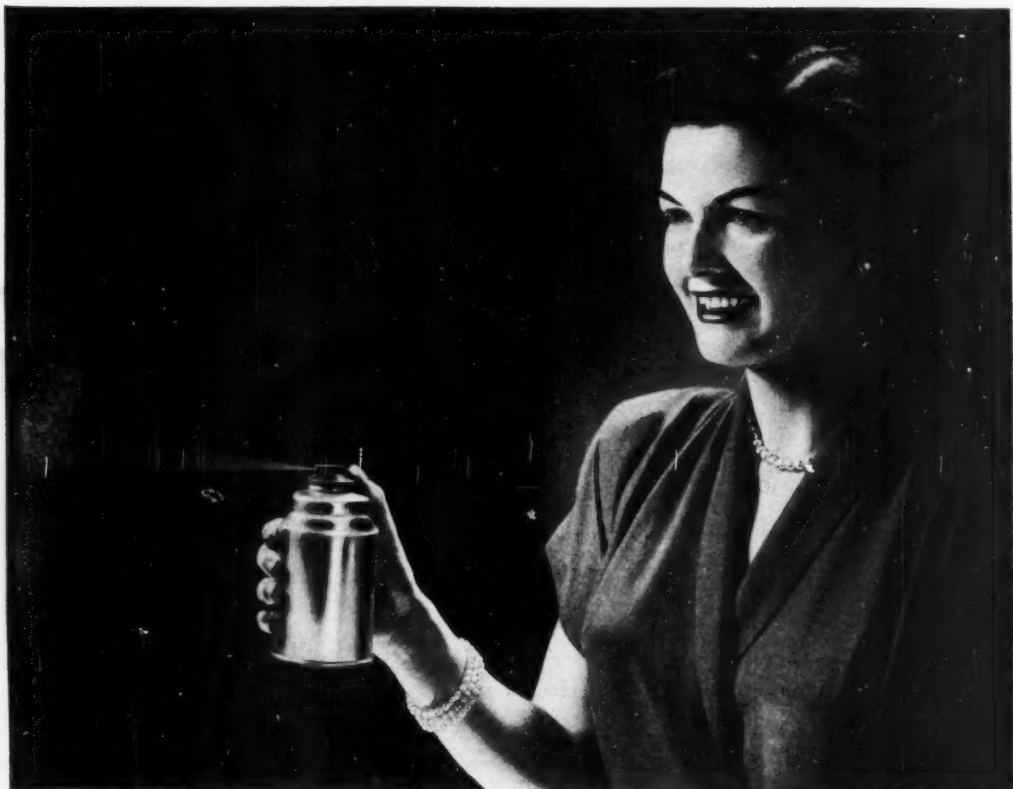
—a heat set ink for letterpress printing on all paper stocks including box boards. Dries instantly without absorption into the stock. Good mileage—bright clear colors—maximum gloss without varnish.



INK & COLOR CO.
464 NORTH FIFTH STREET
PHILADELPHIA 23, PA.

INKS FOR ANILINE • LETTERPRESS • LITHOGRAPHY • ROTOGRAVURE

CROWN SPRA-TAINER



First ON THE MARKET *First* IN SALES

Spra-tainer was the first and original aerosol-type propulsion can and is still the leader. Due to Crown's Special Patented Method of Manufacturing, Spratainer has "NO-SIDE-SEAM, NO-TOP-SEAM." This insures more strength, greater dependability—hence utmost protection for Your Product. Added strength

and dependability naturally mean Your Product reaches the Customer in best possible condition!

For complete details about the ideal advantages of packing in Lithographed Spratainers, have a friendly Crown Sales Representative call.

One of America's Largest Can Manufacturers

CROWN CAN

Plants at Philadelphia, Chicago, Orlando. Branch Offices: New York, Baltimore, Pittsburgh, St. Louis • Division of the Crown Cork & Seal Company



For over 50 years

discriminating manufacturers

have been building sales

of products which are packaged

in Rowell Containers.

Expert craftsmanship.

Magnificent color printing.

Prompt deliveries.

E. N. Rowell Co., Inc.
Manufacturers of Fine Paper Boxes
BATAVIA, N. Y.

PUT YOUR PRODUCT IN THE NATIONAL SPOTLIGHT

Decorated to **ATTRACT**

Built to **PROTECT**

Designed to **SELL**



These sales-attracting metal containers have been designed, lithographed and manufactured by National Can for one of the nation's leading makers of toilet goods. They deliver full protection to a fine product and also provide a strong point-of-sale appeal. And the fact speaks for itself that National Cans have been ordered not for this product alone, but for other items in this manufacturer's line.

National Can offers lithography leadership not only for the drug and toilet goods industry, but for every field where a metal container must sell as well as protect a product.

With National Can you benefit from containers consistently made to rigid standards of accuracy and high quality. But that is just a part of a complete service which includes design, art, photography, color consultation as well as lithography. Consult National Can as to how the attractiveness, protection, and sales value of your containers can be improved.

644B

NATIONAL CAN

C O R P O R A T I O N

Executive Offices: 110 EAST 42nd STREET, NEW YORK 17, N. Y.

Sales Offices and Plants in: Baltimore, Md. • Indianapolis, Ind. • Chicago, Ill. • Masspeth, N. Y. • Hamilton, Ohio • Canonsburg, Pa. • Boston, Mass. • St. Louis, Mo.

BALANCE

Is The Key To Outstanding Performance



**USE M & M HIGH QUALITY WAXES
FOR MAXIMUM PACKAGE PROTECTION**

MOORE and MUNGER Specifications mean PERFECTION
IN PETROLEUM WAX  for every packaging need.

Mamspec

Moore & Munger—33 Rector Street New York 6

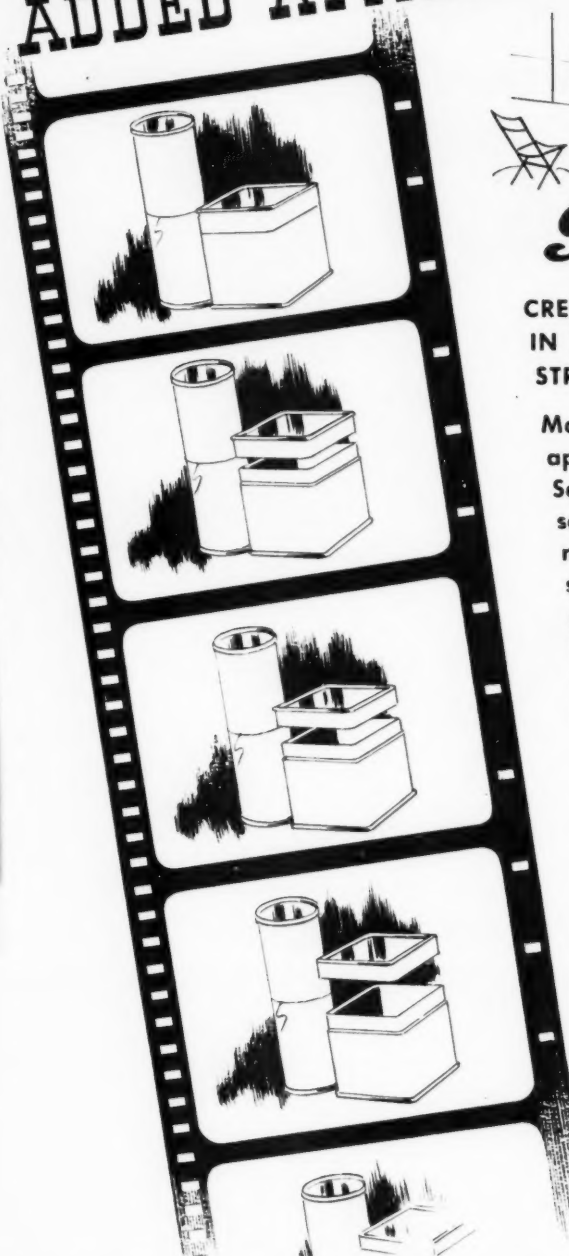
ADDED ATTRACTION!



Sefton

**CREATES A BUILT-IN RECLOSURE
IN ITS NEW SINGLE TELESCOPE
STRING-OPENING CAN!**

Manufacturers everywhere are applauding the "extra feature" of Sefton's ingenious, single telescope string-opening can! The new built-in reclosure makes it simple to close, an advantage your customers will welcome! This new attraction...plus the other well-known features of the string-opening can...easy-to-open, tamper-proof and factory-sealed...make Sefton's package the perfect one for your product! Round, oval, square or oblong shapes in a wide range of sizes!



Sefton
**FIBRE CAN
COMPANY**

ST. LOUIS NEW ORLEANS
AUBURN, WASH.

DIVISION OF CONTAINER CORP. OF AMERICA

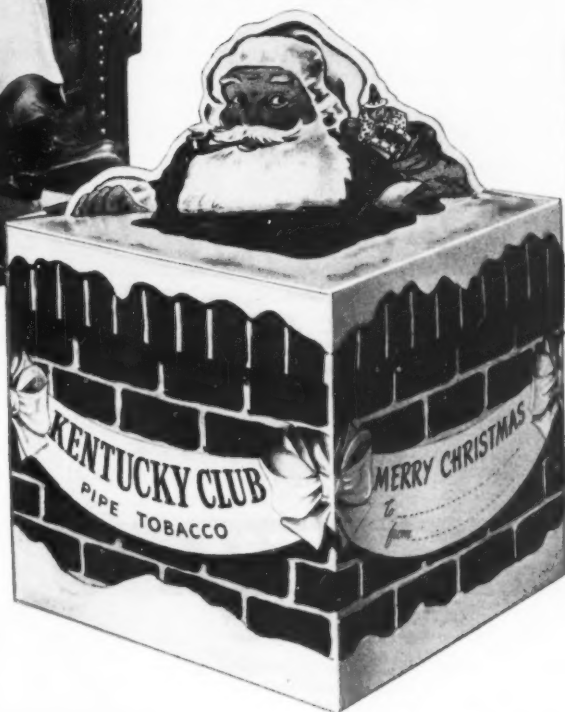
DISTRICT OFFICES: • Los Angeles • Salt Lake City • Denver • Dallas • Chicago • Cincinnati • New Orleans • Boston • Detroit • New York • St. Paul
Cleveland • Memphis • Nashville • Seattle • Portland



Another Example

OF GARDNER PACKAGING INGENUITY . . .

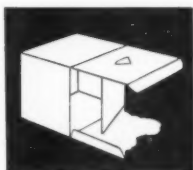
**A special Christmas tobacco carton
that played "Jingle Bells"
on cash registers**



HERE'S an ingenious carton that got up-front display on crowded tobacco counters last Christmas. And why? Because smart merchandisers figured it packed plenty of "sell." Which it did! Sales of Kentucky Club Pipe Tobacco were way above average during what was generally considered a poor Christmas for tobacco sales. And the Mail Pouch Tobacco Company credits this clever, Gardner-designed carton with much of this success.

Maybe we can add a Sales "Extra" to YOUR package

If you have a product that needs an extra point-of-sales push, a product that's hard to package, or a new idea that needs a new packaging idea, get in touch with Gardner. We'll be glad to tackle it. No obligation, of course.



Make more eyes reach for YOUR product in cartons of COATED LITHWITE*

More shoppers reached for this bright Kentucky Club carton because of the extra eye-appeal of Coated Lithwite, the quality clay-coated board that's whiter . . . brighter. Colors hold up brilliantly on Coated Lithwite . . . pictures reproduce with true-to-life realism. Rub-resisting. Fade-resisting.

*Reg. U. S. Pat. Off.

THE GARDNER BOARD AND CARTON CO.

Manufacturers of Folding Cartons and Boxboard • 408 Charles St., Middletown, Ohio
Sales Offices in Boston, Chicago, Cleveland, New York, Philadelphia, Pittsburgh, St. Louis



CUTS COSTS . . . CUTS TIME
on 100 and 175 orders

the **WRIGHT** Way to . . .

WRAP'EM

MAYPLEX CELLOPHANE WRAPPER

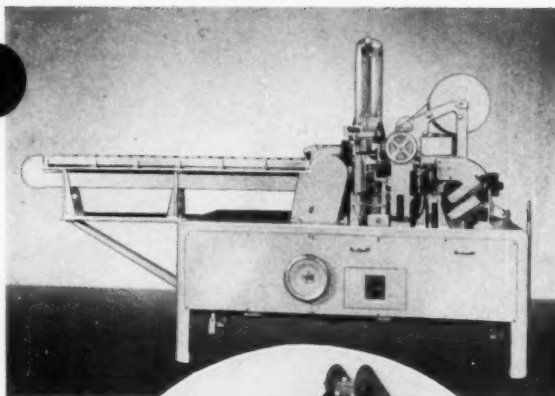
Use: Automatically Wraps, Heat Seals, and End Labels Cracker Sandwiches & Other Bakery Products without Use of Boat, Collar or Other Support. Package 100% visible all four sides with tight hermetic seal.

Sizes: Standard Mayplex handles packages with nominal width (diameter) range of from 1½ to 2 inches and a height range of from 1½ to 2½ inches. Round or squares.

Speed: 60 packages per minute recommended.

Automatic feeder from spreader to Mayplex is available.

Customers include such leaders as Lance, Planters, Sunshine, Drennon, Dubs, Gordon, Magic City, Meadors, Stewart's, Swinson, and Taylor Foods.



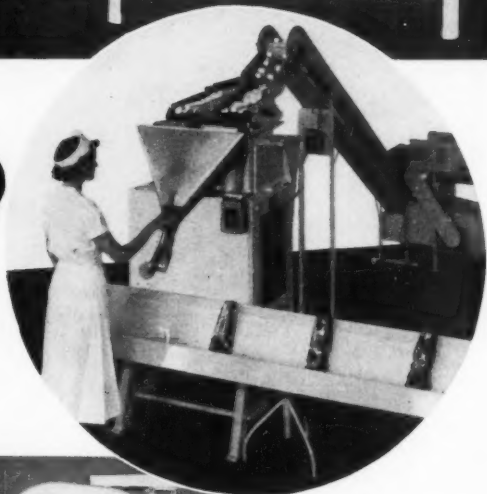
BAG'EM

HY-TRA-LEC WEIGHER (When Bags Are Used)

Use: Automatically net weighs and fills crackers, cookies, pretzels, potato chips into bags. Bags are placed manually under discharge spout.

Range: One-half ounce to 16 ounces.

Hy-Tra-Lec is a new and exclusive system of weighing. Based upon the principles of "positive displacement", a departure from the conventional beam or spring scale. Gentle. Accurate. Fast.



BOX'EM

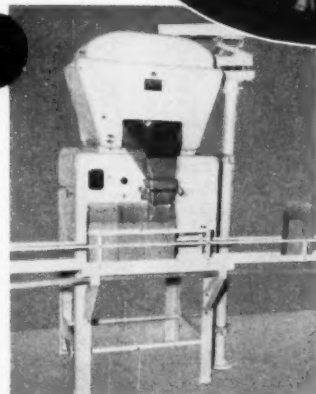
HY-TRA-LEC WEIGHER (When Rigid Containers Are Used)

Use: Automatically net weighs and fills crackers, cookies, pretzels, potato chips, biscuits and like products into boxes or other rigid containers.

Range: One-half ounce to 16 ounces.

The exclusive Hy-Tra-Lec system of weighing enables packagers using rigid containers to achieve a degree of accuracy previously believed unattainable at high speeds.

Because requirements and factors vary in most every fully automatic line, Wright makes no general claims. We prefer to have our engineers study your plant and later make recommendations based upon that study and trial tests in our own factory laboratories.



** Not illustrated: Wright's automatic strip stamper. Efficiently and uniformly places revenue stamps on bottles at speed up to 130 per minute. Now, with new spotting device, accommodates round quart and 4/5 bottles in register as well as pint and 1/2 pint glassware. Standard equipment with America's leading distillers.*

Write For Literature.

WRIGHT MACHINERY COMPANY

EST. 1893 • 500 CALVIN ST., DURHAM, N. C.
SUBSIDIARY OF THE SPERRY CORPORATION



COMPANY SALES OFFICES: JERSEY CITY • CHICAGO • DURHAM
WEST COAST REP.: KING & ANDERSON, SAN FRANCISCO
SOUTHWEST REP.: R. P. ANDERSON COMPANY, DALLAS
CENTRAL REP.: HAL HUDSON EQUIPMENT COMPANY, TOLEDO
EUROPE: SPERRY GYROSCOPE COMPANY, LTD., LONDON



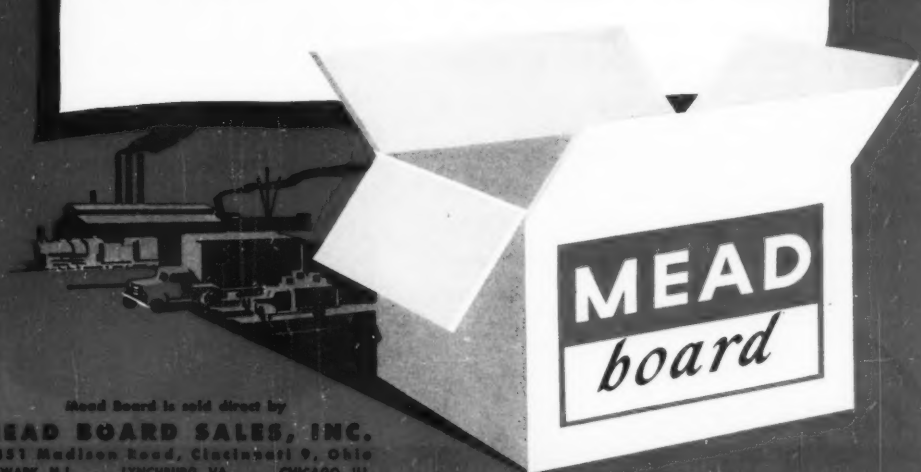
Catalog Carnival

shaded to \$1,124,000,000, largely because of price reductions in some lines. Optimism is rife in the trade for 1950.

Millions of Americans, mostly rural, romp through the pages of mail order catalogs, have themselves a time, and come up with a sizable segment of the nation's annual retail take.

In 1948, with calculated abandon, these folks ordered \$1,269,000,000 worth of delectable goods offered by the monumental tomes. Unit volume held up well last year, even though dollar sales were

Customer confidence in mail order houses is based on worthy merchandise — honestly represented, fairly priced, and *safely delivered*. Safely delivered, for the most part, in dependable corrugated cases, such as those made from **MEAD** .009 Chestnut Corrugating and Liners. **MEAD** Corrugating is that heavy-duty board made of chestnut and other hardwood fibres. Shippers have put well-justified faith in its protective properties for over 20 years.



Mead Board is sold direct by
MEAD BOARD SALES, INC.
 3351 Madison Road, Cincinnati 9, Ohio
 NEWARK, N.J. LYNCHBURG, VA. CHICAGO, ILL.
 794-796 Second St. 200 W. Wacker Drive

polyethylene

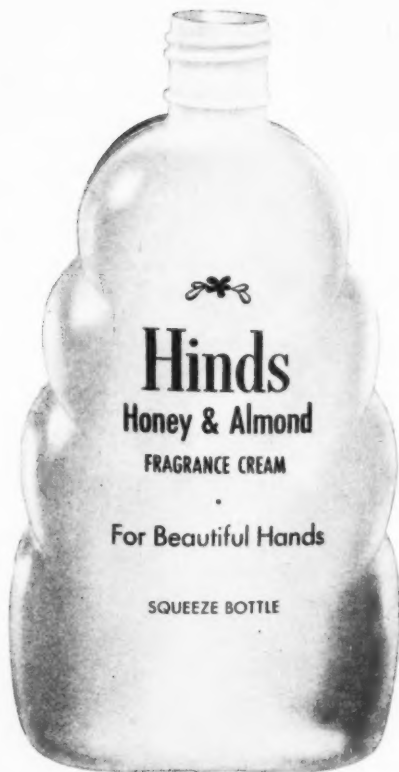
APPLIED COLOR LABELING

by *Ceragraphic*

**PERMANENT
DISTINCTIVE
ECONOMICAL**

Ceragraphic offers you skillful color matching and sharp printing . . . both a result of many years experience in container decorating. And Ceragraphic applied color labeling on your polyethylene jars and bottles assures you of decorating that lasts for the life of your container.

Ceragraphic has storage facilities to receive shipments of containers from your supplier. Submit your sample, state the quantity needed, and we'll rush cost estimates to you.



Ceragraphic, inc.

permanent imprinting of vials, ampuls, glass droppers by our Cera-fuse* Method

250 South Street, Newark 5, New Jersey — Mitchell 3-1800 — New York phone: WHitehall 3-4730 • Cerafuse—T. M. Reg.



Listen! Have you heard
what we're packaging now?
It's Microtone...
a New Note
in Hearing Aids —

FARRINGTON . . . the name that means
Packaging Wizardry . . . has done it again.

Here, quite literally, is a package built not alone *for*
a product, but actually *around* the product.

The Microtone Company needed a package which would
display its hearing aid, afford it full protection, and
house the unique Microtone dry cell battery charging unit . . .
a package to last as long as the product itself.

This extreme long-life factor naturally excluded from
consideration any but a metal-frame package.

And Farrington's unmatched experience in planning,
designing and making the finest of fine packaging made
Microtone's choice of package-supplier a logical one.

However complex your packaging problem, it will pay you
well to get the full facts on *Planned Packaging* by Farrington.
A consultation will not obligate you in any way.
Will you write us soon?



FARRINGTON MANUFACTURING COMPANY

GENERAL OFFICES: 85 ATHERTON ST., BOSTON 30, MASS.

CANADIAN PLANT: FARRINGTON MFG. CO., LTD., 1191 BATHURST ST., TORONTO 4



DISPLAY PACKAGES • JEWEL CASES • METAL SPECIALTIES • CHARGE-PLATE SERVICE

"NASHUA'S KNACK" PAYS OFF IN BETTER WRAPPING, SEALING, LABELING

GET BONUS ADVERTISING AND EXTRA CARTON SAFETY

with *itstix*[®] Printed Gummed Tape
dispensed by a NATIONAL TAY-PER[®]



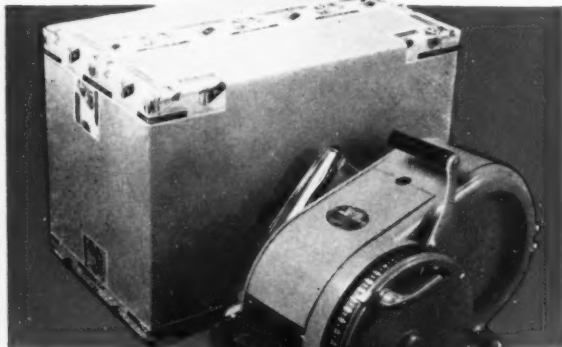
ITSTIX printed gummed tape gives you 21,600 sq. inches of advertising space per 600 ft. roll at negligible cost!

Prevention of costly damage claims . . . protection against pilferage . . . added advertising impact — these are three important reasons why more and more shippers are sealing with ITSTIX printed tape, dispensed by a NATIONAL TAY-PER with visual *positive*[®] automatic moistening control. Cartons are reinforced at the trouble spots (seams and corners) with all openings locked against dust, dirt, vermin and weather. Pilferage is reduced because tampering is quickly detected — thieves can't *resal* a pilfered carton with *your* tape! Cartons are quickly identified and every container you ship is a salesman — advertising your house and merchandise. For complete details write NASHUA PACKAGE SEALING CO. INC., world's largest manufacturer of automatic tape moistening machines and gummed tape — affiliate of Nashua Gummed and Coated Paper Company

*Endorsed by the Association of American Railroads and the Gummed Industries Association, Inc.



ITSTIX printed gummed tape being applied to carton closures. The National Tay-per dispenses the right length of tape always (never too long or too short) — tape savings are big — up to 50%. Saves time, also.



This carton "can take it"! It has been sealed *properly* by Itstix printed gummed tape — *properly* dispensed by a National Tay-per. (Tape's never too wet, too dry, too short or too long — moisture is evenly distributed.) Note the attractive appearance, too!



NASHUA GUMMED AND COATED PAPER COMPANY
NASHUA, NEW HAMPSHIRE

Modern packaging



Vol. 21 No. 11 July 1950



HERE, CULLED FROM THE EXPERIENCE OF LEADING DESIGNERS

AND CONSULTANTS, ARE THE BASIC PRINCIPLES OF TRADEMARK SUCCESS

When you think of Lux, do you think of soap flakes or do you visualize three big white block letters spelling the familiar name on a familiar blue carton?

When you think of Lucky Strike, Chesterfield, Camel or Old Gold, do you think of cigarettes or do you associate the names with the distinctive designs on the packages?

When you hear the words, Aunt Jemima, do you picture pancake flour in your mind or do you think of a smiling, Southern mammy cook?

If you are like most people, you probably think in terms of the package symbols which identify these products. Names and symbols like these are what have become known as trademarks. Their selection is one of the

most momentous decisions any company has to make. By them the world may remember a package forever—or pass it by unnoticed.

Many of the oldest trademarks, whether good or bad, judged by modern standards, have become so valuable through repetition and association—Smith Brothers and Coca Cola, for example—that they represent one of a company's largest single assets. To change them drastically would be business suicide.

But this does not mean that what was good for Grandpop is necessarily good for Grandson. The days are gone when a company founder could naively put his name and a whiskered portrait of himself on a package or indulge his love of Mediaeval book

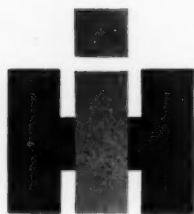
binding by using a Grolier border as the decorative element on a box of soda crackers and expect it to win a conspicuous place among the bolder, poster-type designs of today.

Trademark designing has become a premeditated art of strategy in which every coordinated element is aimed at making a sale. Its technique changes with the times to meet varying trends in living habits and consumer preferences. It must be sensitive to the subtlest influences of the self-service store, to changing advertising media such as the auditory effects required in radio, and now to the new visual-plus-auditory influence of television. It must meet popular conditioning to new trends in fashions and modern art.

Even type and lettering styles have



A PACEMAKER in modern trademark design in the food field is this symbol introduced as the identifying mark on all Armour packages in 1945. Instantly recognizable anywhere is the distinctive lettering printed in reverse on a rectangle with rounded corners to which the Armour Star is always tangent at the upper right corner.



CHARACTER of the products is expressed by these massive, heavy-duty initials that say "International Harvester." Whenever possible, the symbol is used in black and Harvester red. But for one-color printing, the "I" may be cross-hatched and still retain the complete identity of the company's distinctive mark.



TRADITION of a nearly 100-year-old food company is expressed in a modern manner with this symbolic "R" for Ritter. Trademark is used in identifying colors on all labels—red background for the letter "R" in reverse white, with three decorative leaves in gold and the word "Ritter" appearing in white against a blue background.



TYPEWRITER KEY within a triangle is an unforgettably graphic symbol for the Underwood Typewriter Corp., used on all of the company's packaged products such as carbon paper, etc. In some instances a large letter "U" is used on the typewriter key instead of the company's full name, but the symbol is always recognizable.



ABSTRACTION of an owl's head solves the trademark problem for Red Owl Stores, whose former owls were continually getting out of date. This simple drawing appears on everything from bread wrappers to the company's water tower—usually in red with black eyes, but just as effective in black and white.



PRODUCT QUALITIES may often be expressed by the symbol used. This stylized bird-in-flight, now so well established for Richfield gas and oil, immediately gets over the idea of speed—a desired characteristic of all modern transportation. Simplicity of the drawing makes for its easy use on packages or on gas-station signs.

their day. The ornate embellishments of the nineteenth century are as out of place in a trademark today as hoop-skirts on a pin-up girl.

Every year a new group of young customers comes along. A package that looks old fashioned to them suggests that maybe the product, too, is old fashioned.

The wave of trademark modernization that is now going on in packaging is convincing evidence of the continuing necessity for change. More and more companies are becoming aware that no trademark should be regarded as static and that by careless neglect

they can lose one of their most valuable assets. Leading designers say that nearly three-fourths of their assignments—and by far their most difficult ones—are to bring old trademarks up to date.

Some companies even retain designers on a permanent basis for periodic review of trademark designs as well as for the design of new marks so that all will fit into coordinated patterns of trademark identity.

There has also been a renewed interest in trademarks during the last few years due to the passage of the new trademark law, the Lanham Act

of 1947, which required re-registration of all trademarks and offers a number of improvements in trademark protection, even permitting the registration of an entire package under certain conditions, apart from the name and mark. (See "The New Trademark Law," MODERN PACKAGING, May, 1947, p. 98).

This heightened interest, MODERN PACKAGING believes, makes it timely to review the basic requirements of good trademark design as an aid to every manufacturer who must not only evaluate existing trademarks but create new ones.

In developing this article, MODERN PACKAGING has had the advice of some outstanding package designers and consultants particularly noted for their knack with trademarks,* and the views and conclusions presented are theirs—in consensus form.

A design check list

Each designer has his particular theories on the details of execution, but all are in sufficient agreement on major points so that it is a simple matter to classify the essential principles as a guide to successful trademark planning. A manufacturer who uses these criteria as a check list may do so with the assurance that he has the benefit of the combined thinking of the experts.

1. A trademark design must be *unique*. Obviously, it should be something that stands on its own as completely different from any other name or symbol. Most designers feel strongly on this point, particularly because of their responsibility to protect their clients' marks from legal attack. Such attacks, whether they succeed or not, are costly and unnecessary. With the limitless possibilities for design, there is no need of creating anything that is so strikingly similar to something else that it can be challenged in court. As one designer put it, "I feel that every designer should attempt to make all his designing as dissimilar as possible and not aim to create a family group of the trademarks he designs for his clients."

2. The trademark must be *instantly recognizable*. This identity may be achieved by a simple, distinctive logotype, but is often improved by some pictorial device suggestive of the product or the name—for example the swan for Swansdown Cake Flour, the distinctive log-cabin-shaped can for Log Cabin Syrup, the four roses for Four Roses Whiskey.

3. The trademark must be *easy to remember*. Strong memory value will be in direct proportion to the degree of distinctiveness that has been provided by the name, the logotype and the graphic quality of the symbol used. Of course, memory improves with repetition through advertising and package familiarity, but a popular mental image will be created quicker if the mark is strong, simple and interpreted by devices that are familiar and easy to recognize.

4. The trademark must have the

power to attract. On a package it must pull the eye to it like a billboard display. If the mark lacks this quality, it lacks selling punch. In the absence of clerk service the trademark design on the package must do a greater selling job and the more surely a recognized trademark draws the customer to the package and makes her pick it up, the more likely is the sale. This desire for attraction has probably been one of the reasons for the wide use of the circle or bull's-eye in trademark design, as it is generally conceded that a circle attracts the eye faster than any other geometric form. But here again too many bull's-eyes are worse than none and the skillful designer can suggest hundreds of other devices to do the same trick.

5. The trademark must be *suitable*

for the product. Its success will be the greater in proportion to its ability to reflect the uses, qualities and advantages of the product it symbolizes. Some designers refer to this characteristic as "applied design"—that is, design which is completely appropriate for the intended purpose.

The competent modern designer will not attempt to sketch a trademark until he has had an opportunity to study your product, to find out who buys it, where it is sold, to what age groups (men or women), to what income groups, in what geographic areas, what is its competition, how it differs from its competition, how it is made. He may even do some market research himself to confirm his thinking. Often he comes up with knowledge about your product you never

FAMOUS TRADEMARKS REVITALIZED



OLD



NEW

OLD AND NEW QUAKER are a striking example of trademark modernization showing how identity is retained, but providing a simplified symbol that meets today's merchandising requirements. Head-and-shoulders drawing, easy to reproduce, has poster appeal in mass display.



OLD



NEW

REJUVENATED chick has become a valuable merchandising tool as the redesigned trademark for the Infant's Specialty Division of Chicopee Mills. The old trademark was so weak that it had no place on the modernized packages for these products nor in the company's promotion.

* See "Acknowledgements" appended.

had before. Only after such study can a modern trademark be recommended that will do the kind of selling job that is required of it.

6. The trademark must be designed so that it is *reproducible anywhere* without losing its identity. It must be as effective in black and white for newspaper advertising as it is in colors for magazines. It must be effective for blow-up to billboard size and recognizable for reduction to the smallest-sized label. It must be capable of reproduction on flat or curved surfaces. It must be adaptable to all package forms—cartons, cans, bottles, labels, shipping containers. It may be still more useful if it can stand shortening for narrow, wide surfaces or extension to tall areas.

Many old trademarks, once powerful, fail today because they cannot meet these modern requirements. They need a modernization treatment. The current trend is away from the realistic full-color or photographic type of trademark in favor of the simpler abstraction. The old steel-engraving technique is also outmoded. The effect of modern fine art and functional design are being reflected strongly in trademark design, for example the Mondrian principles of space division as applied to the surface of the Kleenex box.

An interesting example of modernization is the Quaker on the Quaker Oats package—formerly an intricate line engraving of a full-length figure which was difficult to reproduce and had lost all force in modern mass-dis-

play. Now a simplified head-and-shoulder Quaker tells the story in a way that is seen on the shelf among its modern competitors. One could name many others from MODERN PACKAGING's Packaging's Hall of Fame series which have gone through similar face lifting—Walter Baker's La Belle Chocolatiere, the Dutch Boy, Colgate's Tooth Paste, Hind's Honey & Almond, to mention a few.

7. The trademark must be *economical to reproduce* on all types of materials—paper, metal, glass, plastics, etc. Production costs of packaging have been continually mounting and the more economically the trademark can be reproduced effectively, the more efficient will be its use. This not only saves money, but sometimes valuable production time, especially when one color can do the job of three or four. It should be remembered, however, that color is a valuable selling tool and should not be eliminated merely for economy at the sacrifice of effectiveness. No weak design is economical beside strong competitors.

8. The trademark should be designed with not only visual aspects in mind, but for the ease with which it may be described in speech. The radio proved the necessity for this. As far as visual aspects of television are concerned, any simple, strong, modern design, capable of black and white reproduction, will cause no worry. It's only the old-time frills, embellishments and clutter that create the blurs on the television screen. They also create blurs at the point of



SIGNATURES have always been a strong factor in trademark design, giving authenticity to the product on which is the maker's name. In the hands of the modern package designer, they are cleverly worked into an effective symbol as illustrated by this forceful arrangement for Angello Petri Signature wines.

sale and if your trademark has them, it had better be changed—not for television's sake, but to make it sell.

9. In addition to all the above requisites, there are *supplementary design themes* that may be used as strong adjuncts to the trademark on a package today. One example of such supplementary design is the children's block motif incorporated as an all-over background pattern on all the pack-



PICTORAL THEMES rendered with utmost simplicity suggest many product uses or may be closely identified with the product and the company name: the farmer with a cornstalk and a sheaf of wheat is extremely appropriate for Cooch Milling & Elevator Co.; the head of a fox expresses the brand name for Foxhead Brewing Co.; the stylized candles in logotype for Emery Industries, Inc., immediately suggest the manufacturer of candles; three laboratory beakers are appropriate for industrial chemicals manufactured by Tykor.



ROMANCE of a long-known soap brand name is expressed by this thoroughly feminine treatment of the new Sweetheart Soap trademark. The "STS" mark is in gold, with the tiny heart in pink on a green background. On over-all background, repeated trademark is gold on white.

ages in Kleinert's Infant's Wear division. It is apart from the registered trademark logotype for Kleinert, yet may be part of the design. Seamless Rubber Co. uses the same kind of technique with the symbolic design of its initials SR, repeated in a flowing script that gives the effect of running water, thereby further identifying the company's products, suggesting their uses and giving added support to the company's trademark and logotype seal.

Today, it is possible to register all such supplementary marks under the Lanham Act and, in certain cases, the entire package itself.

10. The trademark should be designed for long life. Although almost any trademark will become dated in time, it should be the aim to select design elements that make it as long-lived as possible. This is another reason for today's simplicity and trend to the abstract. Such design, plus lettering which has a classic quality, is much more likely to survive over a longer period than trademarks with design devices of the moment or illustrative symbols that get out of date quickly because of faddy fashions in dress or hair styling.

Name as a trademark

The name of a product becomes its mark just as much as the symbols used to express it visually. Trademark designing, therefore, is strongly tied in with lettering or typography of the brand name. Sometimes the name suggests the treatment of the trade-

mark, or vice versa. Names which become marks are usually derived from the following sources:

1. Company name or its modification—Post's, Ralston's, International Harvester, Dr. Lyon's, Nabisco.

2. A coined word or words directly or indirectly descriptive or suggestive of the product, its uses or its effectiveness—such as Listerine, Super Suds, Sta-Brite, Glass Wax, Jell-O.

3. Familiar words which have a meaning in themselves, but apply to a product only through repeated association—such as Bond Street, Camel, Land O'Lakes, Golden Wedding.

4. A catchy synthetic word that has little meaning in itself except as it comes to be known for a product.

Coined words are extremely effective when they have sound and eye appeal. When used to name a non-exclusive product, however, they must be vigilantly guarded against common usage, which may make them generic in the language for all products in their classification. It should be remembered that such common words as linoleum, radiogram, aspirin and menthol were once trademarks of individual firms.

Surnames are effective as trade-names, of course, and are said to give a degree of stability. Heinz, Crosse & Blackwell, Chase & Sanborn are famous examples. Such names stand up well with the passage of time and often even improve with age. However, a long, clumsy name is to be avoided if it is hard to pronounce and

MAKING PICTURES WITH INITIALS



SUITABILITY of Holgate's letter "H" in the form of an amusing animal is unquestionable as a symbol for toy products. It is a "natural" that has good memory value.



LUXURY of better living was the idea the designers had in mind in planning this new trademark for Chicopee Mills' Masslenn non-woven cloth napkins and towels.



A PAIR OF SOCKS, back to back, have been stylized as the letter "I" for Iron-hose—an immediately recognized, remembered symbol.



GRAPHIC MONOGRAM of the letters "R" and "I" for Rogers Imports, Inc., depicting a man with pipe, associates tobacco with the trademark.



A SCROLL OF PAPER and a pencil in the designer's hand were the beginning of this trademark idea. He started by writing a flowing script which developed into a strong identifying trademark to reflect the nature of the products—Scripto writing supplies for quick handwriting.

difficult to place on a package. Short words are to be preferred always.

There are a number of books giving lists of trademarks and suggestions for syllables that may be made into pleasing words. By the choice of words, syllables and letters the name may be soft and liquid, musical and rich, sharp and crisp, or hard and strong, depending on what is demanded to suit the product. There are the soft, liquid-sounding words like Mel-O-Rol or Revlon and sharp sounds that give words like Fox, Pep, and Cutex, or the hard, strong words like Quink, Fab, Kix, Bab-O.

Symbolic appeals

Once the name is selected, then it is a matter of designing the mark in a manner that will point up the essential selling appeal of the product. These appeals are endless and it is up to the manufacturer and the designer to decide which one is most pertinent to the problem and select the most effective symbol to convey that quality.

Sometimes the appeal should be longevity of service, which is the reason for the wide acceptance of heraldic symbols. In other cases the manufacturer may wish to get across the idea of fine handicraft and may use the symbol of a pair of shears, a spinning wheel or a thimble. He may suggest the idea of hominess with symbols of houses, fireplaces or hospitable doorways. If the product demands a scientific approach, then the molecular visualization of a chemical formula may be suitable.

Such appeals are endless and there is something appropriate that can be selected for almost every product. Just run through the list of your product's qualities and advantages. Hundreds of ideas will come to mind. If

it's speed you wish to convey, your thoughts will turn to flying horses, a figure of Mercury, airplanes, marathon runners, racing cars and speed boats. If your product name suggests a geographical idea, suitable symbols will come to mind that typify the location: New York with skyscrapers; Western themes with cowboys, bucking broncos and cactus; Paris with the Eiffel Tower, the obelisk in the Place Vendome, sidewalk cafes, etc. If the product has to do with travel, then the obvious symbols are luggage, ships, planes and trains. Similarly associated symbols may be selected to portray comfort, protection, fashion, durability, permanence, purity, age, beauty, freshness, nobility, pleasure, taste, texture, value, strength, etc.

It does not usually matter how familiar the association is. Sometimes the more obvious the better, but originality must be used in its interpretation to set the trademark apart.

Sometimes the symbolic theme can be incorporated in the initials of the company's name as was done by the Century Ribbon Co. recently when a loop of ribbon was effectively used as a symbolic part of the initial. Such use must be handled skillfully, however, as there is often the chance that too much struggle for effect will result in something too "cute."

Symbolic suggestion of product characteristics is often achieved in a trademark merely by the style of lettering. For example, the strong, heavy, masculine initials, IH, that identify International Harvester are entirely appropriate for a company that makes heavy-duty equipment for the farm, in contrast to the feminine cursive letters, B A & Co., used by B. Altman & Co. as its department-store logotype, primarily noticed by women.

Color from the display point of view is, of course, one of the most effective aids to trademark presentation on the package. The bright spot of distinctive color quickly attracts the eye. Many excellent books have been written on the subject of color preferences and with these as guides, plus the company's own research on color suitability, appropriate color themes may be selected to increase usefulness.

It should be remembered, however, that recent test cases have indicated that mere color or the division of color areas on a package cannot be appropriated as a valid trademark without at the same time identifying it with a symbol such as the user's name or trademark. This, of course, is a strong argument in favor of the registered mark that can stand on its own in black and white, but it does not mean that color cannot be registered when it is used as part of the identifying trademark.

Trademarks that can measure up to all the above basic requirements, planned in accordance with this kind of thinking by competent and experienced designers and legal consultants, should be assured of successful sales results.

Acknowledgement

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Polyethylene closure shell

CRIMPED INSIDE A METAL CAP, MOLDED LINER PROVIDES

A TIGHT, CONFORMING, INERT SEAL ALL AROUND JAR THREADS AND LIP

Introduction of a new-type closure combining a metal outer shell and a molded, conforming polyethylene inner shell which carries the threads opens up new opportunities in the packaging of certain "problem" products, such as cosmetics, chemicals and soluble coffee. Among major features claimed for the composite closure are the elimination of moisture loss through evaporation, or flavor and bouquet loss through vapor transmission.

The first commercial user of the cap is the Walgreen Co., Chicago, one of the nation's largest retail drug chains, who adopted it for their Leon Laraine cream deodorant. Use of the closure, according to Walgreen packaging and manufacturing executives, made it possible to improve the formula for this product, providing additional sales features, and to extend shelf life. Walgreen's adopted it after accelerated shelf-life tests in the company's laboratory which, the company says, confirmed its superiority over previously used closures.

The improved cream with the new-style closure is now in national distribution. With the new cap, offering greatly improved sealing of the jar, Walgreen's was able to formulate a lighter cream that may be more quickly rubbed into the skin, yet one which would not have the danger of drying out. The product was previously equipped with a screw-type metal closure supplemented by an embossed, die-stamped sealer fabricated from rigid vinyl sheet stock.

The construction of the new-type cap results in an ideal combination of metal and plastic materials. The metal outer shell, crimped around the edge to anchor the plastic insert in place, provides the necessary mechanical strength for a rigid, virtually unbreakable closure, while the resilient polyethylene inner shell eliminates the possibility of contamination or toxicity. The "braking" action of the polyethylene against the metal shell permits the application of high-torque pressures, yet the cap is

easily unscrewed by feminine users. In addition, an unusually effective re-seal is obtained when the cap is screwed back on. The flexibility of the molded threads compensates for irregularities in the threads of the glass or jar to which the cap is applied, including variations from maximum to minimum, out-of-roundness, and glass fins and burrs.

Now in production in the 58-mm. size only, the closure is available in solid-colored coatings or lithographed, either outside, inside or both. The translucency of the polyethylene inner cap provides ready legibility for any instructions, advertising or decoration printed on the inside of the metal shell.

Patent applications have been made covering the features of the closure. At present, its cost is reported to be somewhat higher than that of a standard double-shell metal cap, but this differential is believed to be offset in many instances by improvement in product protection. Also, it is hoped that expansion of production

will soon result in cost reductions.

The Leon Laraine closure is lithographed in coral (outer surface only), with a circular dot and the words "Improved Formula" in aqua. This combination matches the opal glass jar, which is finished in coral with ceramic decoration in aqua.

During the introductory period for the new cap, a special limited-time offer was run, the cream retailing at 50 cents instead of the regular \$1 price. Attention was called to this offer by means of specially printed strips of pressure-sensitive cellulose acetate tape applied across the top of the closure. At the expiration of the offer, these labels were quickly and conveniently removed.

CREDITS: "Polyscal" closures, General Cap & Closure Div., Jaques Mfg. Co., Chicago. Polyethylene inner shells molded of Du Pont and Bakelite material by Formold Plastics, Inc., Chicago, co-developers of closure. Jars, Hazel-Atlas Glass Co., Wheeling, W. Va. Counter cartons, Ace Carton Corp., Chicago.

WALGREEN PIONEERS new closure with complete polyethylene inner shell that gives exceptional protection to Leon Laraine cream deodorant. Shown left to right in foreground are the metal and polyethylene components; the completed closure; the opal glass jar; the complete package.



OLEOMARGARINE and the law

HOW MAJOR PRODUCERS OF YELLOW PRODUCT MET TICKLISH PROBLEMS

POSED BY FEDERAL-TAX REPEAL ACT—AND MADE THEIR JULY 1 DEADLINE

When President Truman on March 16 placed his signature on H.R. 2023, a long-sought Act of Congress "to regulate oleomargarine, to repeal certain taxes relating to oleomargarine, and for other purposes," he set in motion the most extensive, simultaneous, industry-wide redesign program that the packaging field ever has seen.

Racing against a July 1 deadline, the effective date of the Act, every producer of precolored margarine—which now includes all major producers, with a market of 33 states—had to figure out for himself the exact meaning of the new Federal labeling regulations, get new designs and have them approved by legal counsel, arrange for production and delivery of the new packages and regulate his shipments to dealers with the utmost care so that the old packages might disappear from the shelves and the new ones take their place precisely at 12:01 a.m. July 1.

The Act removing the 10-cents-per-pound Federal penalty on precolored oleomargarine was obtained at the cost of fine-drawn restrictions on labeling—granted as a last-minute concession to the die-hard dairy-farm bloc to avoid a more disastrous provision which would have required the product to be sold only in triangular packages.

It was plain that this unusual law required:

That the outer package have the word "oleomargarine" in type "as large as any other lettering on it."

That inside wrappers have the same designation in type no smaller than 20-point.

That a complete statement of ingredients must appear on each panel of the package "which may reasonably be exposed" at the point of sale.

Questions

At first, all was confusion in the margarine industry. Did it mean that priceless brand names had to be subordinated to the generic term "oleo-

margarine"? Who ever heard of 20-point type? How to decide what package panels might "reasonably be exposed" in the stores?

The picture was clarified somewhat in mid-April when the Food & Drug Administration, charged with administration of the Act, issued its detailed "interpretation" of the provisions, which constitute a new Section 407 of the Food, Drug & Cosmetic Act.*

Each letter of the word "oleomargarine," the F & D A ruled, must not only be as tall as the tallest letter of the brand name, but it must be at least as wide and as bold of stroke. "Margarine" would not be acceptable. The agency specified 20-point as meaning no less than $\frac{20}{16}$ of an inch. It went farther than the law in decreeing that, since wrapped quarter-pound prints might constitute separate units of retail sale, each such wrapper must contain all mandatory label information including ingredients and vitamin content, the same as required for a conventional pound package.

The authorities overruled pleas of manufacturers to permit use of large capital letters for trade names—in many cases a long-standing distinctive feature of such names—with a similar large "O" for oleomargarine. They held that each letter of the word must be as large as the largest single letter elsewhere on the label.

They make it

It is a tribute to the resourcefulness of package designers and production men that new packages apparently complying with all these details hit the market on July 1 without a casualty, so far as is known.

No existing package was able to meet the requirements without some changes. But the early fears that brand identity, recognition and eye appeal would be lost in a welter of "oleomargarine" lettering that would make a "circus poster a shrinking

violet in comparison," as one food-trade paper predicted, were groundless. The accompanying photographic studies show that most designers came over the hurdles gracefully. Brand-name presentations are forceful, if not dominant, and in many cases any impartial judge would vote the new packages a great improvement in overall eye appeal over the old. In other cases, despite the meticulous changes of detail, one must look sharp to distinguish the old from the new.

It will be noted that most of the designers met the brand-vs.-product-name problem by printing both words in type of exactly the same style, size and boldness, but with the brand name in reverse against a good-sized block of dark color—a device that gives the brand name extra impact while still, apparently, meeting legal requirements. Parkay, Good Luck, Nu-Maid and Delrich brands are examples of this technique. Because of the length of the word, condensed Gothic caps were almost universally used for "oleomargarine."

Other problems were comparatively easy. The requirement that complete ingredient and other information appear on each display face causes an unavoidable litter of small type on front panels, but it has been handled as quietly as possible. Inside wraps carry the same small-type mandatory information, plus "oleomargarine" increased to the "20-point" size, but that creates no display problem.

In meeting the requirement for "a full and accurate statement of all ingredients," manufacturers generally followed the practice of listing ingredients in order of decreasing volume, with major components such as cottonseed oil heading the list. Some, such as Delrich, included an exact percentage figure for each principal ingredient. These steps, however, are not required.

Most manufacturers took the occasion to make more than the required changes in their packages, in the di-

* See "More on Oleo," MODERN PACKAGING, May, 1950, p. 190.

rection of improvement, and certain distinct trends are noticeable.

Most brands, if they were not already using it, have changed to the flat rather than so-called Elgin-style carton, as either a standard or optional package. It is obvious that the flat style gives a greater display surface for effective handling of the newly required labeling details—and it simplifies the question as to which are display panels.

Practically all brands using cartons have incorporated die-cut open windows through which the separately wrapped quarter-pound prints inside may be seen—again putting the spotlight on one surface as unquestionably the main display panel.

Most of the brands surveyed in this study are using parchment-lined aluminum foil as an inner wrap and in most cases the foil surface is gold colored, to help identify the product as yellow oleomargarine. Delich, in fact, does not even use the words "yellow" or "colored" in its display type, but relies on the gold-wrapped prints showing through the large front window, to tell the story.

The examples shown here are those of brands that had already been selling margarine in an increasing list of states which permitted it, paying the penalty of the 10-cent Federal tax temporarily to get an early foothold in the market. Now that the tax has been removed, sales, of course, are expected to boom and many additional manufacturers will add the precolored product to their line. In those states in which it can compete on an equal price basis, the uncolored form probably will disappear.

It should be noted that 15 states—including such populous ones as New York, Illinois and Pennsylvania—still prohibit or effectively restrict the sale of yellow margarine, Federal tax or no Federal tax, and in others state taxes or license fees of greater or less degree still hamper operations. But the trade expects that a number of states will soon follow the lead of the Federal Government in lifting all barriers on sale of the product.

Parkay

One of the more complete jobs of redesign was effected by Kraft Foods Co. on its Parkay brand. Changing from an Elgin-style to a flat window carton, Parkay has abandoned its big, sprawling "Parkay" signature in favor of the same sans serif capital

NEW



OLD



PARKAY keeps its brand name strong in a bright new daisy design.



MRS. FILBERT'S had to shorten cross strokes of the "F" and the "L."



BLUE BONNET transposed the sizes of the brand and the product names.



GOOD LUCK goes modern and adopts a four-leaf-clover design motif.



DEL RICH shows no lack of brand-name impact in new packages which meet new legal requirements. Law prescribes relative sizes of lettering, but says nothing about colors. Like most new packages, Delrich has gold-foil-wrapped quarters showing through window.



WAXED WRAPPER is simply redesigned for Nu-Maid. Brand name drops in size, but gains in strength by reverse white on red color block. Note full-color top vignette of buttered toast.

letters in the same size as "oleomargarine." But the package affords a prime example of retention of brand-name impact under the new restrictions. The heavy, rectangular color block in which "Parkay" appears in reverse remains the visual bull's-eye of the front panel, even though no bureaucrat with calipers could find a shade of difference in the height, width or boldness of the letters in comparison with the direct-printed word "oleomargarine."

Background of the carton is bright yellow, with the word "oleomargarine"

in deep green and the trade name in white capital letters against the dark-green background block. The new carton has a green-and-white "daisy" band running completely around it, with the brand name cutting the band. The "favor seal" foil wrap adopted for the individual quarter-pound sticks has a similar band encircling each print and showing through the window, lending a family relationship to the package components. The window opening is large enough to see all four foil-wrapped sticks.

The new package will be used for all yellow Parkay except on the West Coast, where the oblong flat package is favored. This Western pack has a diamond-shaped window and foil-wrapped cubes. Uncolored Parkay will continue to be marketed in the "Color-Kwik" squeeze-bag and regular cartons in states not permitting the sale of yellow margarine. These cartons have also been redesigned to include the new daisy-chain pattern.

Mrs. Filbert's

An example of minimum change is the carton for Mrs. Filbert's, produced by J. H. Filbert, Inc., of Baltimore. The brand remains in a Toledo-style carton, with a small, round window in each of the two main panels. The signature brand was changed almost imperceptibly, merely to shorten the length of the cross strokes on the capital "F" and small "t." The size of "oleomargarine" was then increased to approximately 48-point, making

each letter equal in size to the largest letters of the brand name.

A place for the ingredients information was found in the upper right-hand corner and the required dietary facts were placed just below the round window. In place of the outlawed word "margarine" on one end, there is a statement of Vitamin-A content.

This package carries a premium-coupon offer on one end panel and, to indicate that each package was good for two coupons, a large outline figure "2," nearly an inch high, formerly had been overprinted in red on this panel. It is interesting to note that, in order to meet a strict interpretation of the new rules, this figure "2" had to be knocked down to a simple Gothic character similar to, and no larger than, the letters of "oleomargarine."

All other panels remain exactly as they were and the quarter prints continue in gold-colored foil wraps.

Blue Bonnet

Standard Brands, having but recently adopted a thoroughly modern package for Blue Bonnet, with foil-parchment-wrapped quarter prints in a flat, window-style carton, made its changes with a minimum of effort.

As may be seen in the photographs, the principal change on the face was a shift in the relative sizes of the words "Blue Bonnet" and "oleomargarine." Formerly the capital letters in the cap-and-lower-case "Blue Bonnet" were approximately 48-point and "oleomargarine," below, was 36-

TRADE NAME was a problem for Keyko, but note how smaller lettering retains its character and loses nothing in emphasis.



point Gothic, all caps. Although, to the eye, these elements would appear to have about equal weight, it was deemed necessary to drop the brand name to a more condensed but similar cap-and-lower-case, in which the capitals are about 39-points in height, and to increase "oleomargarine" to all caps of the same height in a similar serifed type, filling the entire width of the carton panel. A more detailed listing of ingredients and the required front-panel statement of Vitamin-A supply, placed vertically at the left side of the window, complete the changes on the face.

On the back panel, the original "bill-board" announcing "New! Wrapped in pure aluminum for extra protection!" was changed to "Compare yellow Blue Bonnet with any spread at any price for Flavor! Nutrition! Economy!"

Good Luck

A complete package redesign and a shift from the Elgin-style to a flat window carton marks the change-over for Jelke's Good Luck brand, now a product of Lever Bros. Co. The traditional antique lettering of the "Good Luck" name had to be dropped and the name "Jelke" is no longer prominently used.

In place of these familiar trademark elements, the new Good Luck design adopts the four-leaf clover—traditional symbol of good luck—as a design motif on both carton and foil quarter-print wraps, the motif being printed in yellow on the silver foil. This, like Parkay, is evidence of a trend toward floral decorations, suggestive of meadow freshness, for the new yellow margarines.

The carton color scheme is dark green and yellow. Like most other producers, Lever Bros. deemed it safer to stick to straight Gothic lettering, of the same size and weight, for both brand and product names. Here again, however, the brand name is made to stand out by printing it in reverse against a dark green oval which includes the window and the four-leaf clovers.

Delrich

The new Cudahy Delrich carton also shows some major changes in relation to the old. The labeling has been thoroughly cleaned up and modernized and the brand name, while it retains the same general character of lettering as the old, has been given

advantage over "oleomargarine" in the same lettering and size by printing it in reverse white on a dark-blue ribbon panel, while the product name is in light blue against the over-all yellow background.

The new Delrich carton is produced in three styles—the Eastern flat package (illustrated), the Western-style flat package and the familiar Elgin-style square carton. The top panel has a die-cut window to reveal the four gold-foil-wrapped quarters within, while the bottom panel has an illustration of a smiling housewife holding one of the quarters with the wrap partially removed. This panel also calls attention to the "golden yellow quarters" within, pointing out that they have a foil wrap with parchment liner to seal in flavor. Inner surface of the carton is devoted to drawings of 13 offers of premium silverware, together with a form which may be cut out, filled in and mailed to the company.

Nu-Maid

The Miami Margarine Co., manufacturer of Nu-Maid, gave the company's trademark, Miss Nu-Maid, free play as a primary factor in package identification, enlarging it considerably on the new waxed-paper overwrap as compared with the former wrap for the colored product. Here again the brand name has been reduced in size and boldness, and changed to the same Gothic lettering as "oleomargarine," but it is given added weight by printing in reverse white on a bright red block. The over-all background color is yellow and all other type matter, including "oleomargarine," is printed in black. The slogan "Table-Grade" is used to replace "oleomargarine" on side and end panels and is used in conjunction with the bonneted Miss Nu-Maid trademark.

The package itself is essentially of the same patented construction as previously used, consisting of a heavy waxed-paper, sealed overwrap, but whereas the previous package "zipped" completely around the center to open, the new one is designed so that only the top panel lifts up. Quarter-pound prints are wrapped in parchment, printed brown for pleasing color contrast with the yellow margarine.

An interesting innovation in this package is the use of a full-color vignette on the top edge of the package, showing a pat of melting, yellow oleomargarine on a stack of toast—



NEW PRINT WRAP (flat), contrasted with old, shows how "oleomargarine" has been increased to required 20-point size and additional ingredient and vitamin information worked in. This is a parchment-lined aluminum-foil wrap in three colors.

suggesting as, perhaps, nothing else could, that this spread has not only the color but the flavor of butter.

Keyko

The biggest problem of Shedd-Bartush Foods, Inc., was to get the trademark "Keyko" to conform with the new law without too much distortion.

In doing so, the company departed from the practice followed by most other manufacturers—particularly those whose previous trademark began with a prominent capital letter. The Keyko trademark, in its distinctive cap-and-lower-case treatment, was retained without basic change, except that it was drastically reduced in size to bring it into conformity with the new regulations.

This change was accomplished without losing its display impact by running the word in reverse white on a dark oval background. The attractive new logotype appears on all six panels of the new Eastern flat-style carton adopted by this company.

The background color of the new Keyko carton is cream, rather than the usual bright yellow, used with brown for the oval backgrounds and smaller type matter and light red for the dominant word "oleomargarine." These are the same basic colors which had been used on the previous Keyko oleomargarine carton.

Marketing situation

Although the F & D A would grant no permission to use old cartons after July 1, manufacturers were authorized (This article continued on page 199)

WHAT GOOD is a Martini without its olive, a Gibson without its onion, an old fashioned or Manhattan without its cherry? Pondering this question, Crosse & Blackwell decided to launch its premixed cocktails line with packages that provide consumers with every ingredient needed.



UNIQUE DESIGN permits base of garnish jar to lock into up-raised octagonal section of liquor-bottle cap, secured by slip-over collar, that screws onto liquor cap. Unit is held together by a cellulose shrink band.

Doubleheader

CROSSE & BLACKWELL'S NEW BOTTLE-ON-A-BOTTLE

ADDS THE FINAL FILLIP TO THE CONVENIENCE OF READY-MIXED COCKTAILS

Ready-mixed bottled cocktails have won increasing acceptance from cocktail hosts who dislike the fuss and bother of combining ingredients from three or four bottles, or who doubt their ability to do a professional mixing job.

Now Crosse & Blackwell Co., Baltimore, making its entry into the premixed cocktail field, has carried this pre-packaging convenience a step farther by supplying not only the mixed cocktail, but also the traditional garnish (olives for Martinis, onions for Gibsons, cherries for Manhattans and old fashioned) in a unique package which cleverly combines a bottle and a jar in a single sealed-together unit.

The olives, onions or cherries are contained in a 2-oz. jar with an octagonal center depression in the

base (two sides of the octagon being open due to the slot cut straight through the base). The liquor is in a wide-mouth bottle suggestive of the shape of a cocktail shaker. The metal screw cap of the liquor container is especially made with a raised, octagonal center section over which the opening in the special base of the garnish jar fits like a wrench on a nut. A threaded metal collar slipped over the straight-sided garnish jar catches the extended rim of the jar's base and is screwed down over the threads of the liquor-bottle closure to seal the two packages firmly together. Finally, a trademark cellulose shrink-type band in applied over the entire joining section, overlapping slightly the base of the garnish jar and the neck of the liquor bottle to prevent tampering possibilities and to give continuity of

appearance to the complete package.

Christened the "Cocktailer," the complete package is no taller than an ordinary cocktail bottle and will fit standard liquor-display shelves. The liquor section contains the usual $\frac{1}{2}$ -quart volume and will fit conveniently in the home refrigerator.

Crosse & Blackwell is best known as a packer of fine food products, although its Liquor Division in recent years has marketed nationally C & B Eggnog and, on the Eastern Seaboard, "Green Spring Valley Club," a blend of straight whiskeys, and "C & B" London dry gin. The Liquor Division began experimenting with ready-made cocktails in the spring of 1949. It was felt that a good cocktail, quality controlled and consistent in taste, complete with the appropriate garnish, would find ready acceptance, par-

ticularly with the reputation for quality enjoyed by the Crosse & Blackwell name. The idea of this complete package was brought up in a casual conversation during a sales discussion preliminary to the introduction of the line.

People are accustomed to thinking of natural "go-togethers," like ham and eggs, bread and butter, Martinis and olives. Why not offer the cocktail customer something novel which would have the additional virtue of supplying all the necessary ingredients in a single package?

There were basically two ways to accomplish this. The first, putting the olives or cherries into the liquor, was ruled out, for besides being hard to get at, the garnishes were a pouring hazard. Then, too, cherries lost their color in alcohol. The other solution was to design a package which would accommodate an additional section for the garnish.

Needless to say, many packaging and production problems were presented by this two-section idea. Co-operation of suppliers' engineering staffs with the package-planning group at C & B was required before a workable design was produced.

The most difficult problem encountered was the design of the base of the garnish jar which would provide a sturdy attachment for the two sections, lend itself to the opening operation and still comply with Government regulations—which specify that the excise stamp must run completely over the top and sides of the closure of the liquor section.

This was accomplished by the slot in the base, which permits the top-section base to lock over the octagonal portion of the liquor-bottle cap without disturbing the revenue strip stamp.

In opening the package, the cellulose band at the joint is broken and the upper section can then be used like a wrench to turn the liquor-bottle cap, breaking the strip stamp and opening the bottle. It is impossible to open the liquor bottle without breaking the strip stamp; thus, Government regulations are fully complied with. The garnish section can be left attached to the liquor cap for subsequent reclosure and re-opening.

Another cellulose shrink band is used conventionally to seal the metal closure on the garnish section—yellow for Martini olives, white for Manhattan cherries, blue for old-fashioned cherries and red for Gibson onions.

For label positioning, panels have been molded in both the top and bottom sections. In the middle of the top section, a continuous channel provides for the narrow wrap-around label which is printed with the name, "The Cocktail" and the legend "All you need is the inclination." On the bottom section, a large front panel carries the main, identifying label and a smaller back panel the directions for opening the Cocktail. To assure accurate positioning of the bottle on the labeling line for simultaneous application of the front and back panels, the base of the bottom section is molded with a groove which fits over a raised portion of the conveyor chain and prevents the bottle from turning out of position.

For the most part, assembly is by hand methods. The garnish section is filled at the C & B food plant and shipped to the liquor division capped and sealed, ready for assembly. At the liquor plant, the bottom container is filled with the ready-mixed cocktails and capped by machine. C & B's production department devised a rack



DISPLAY PIECES and other promotion strongly back dealers' introduction of the "Cocktail."

for holding the two sections in place while the threaded "locking" collar is fastened by hand. Hand application is also required for the strip stamps, cellulose bands, etc.

It is obviously not an inexpensive package to produce, but the Cocktail is said to be competitive in price with other premixed cocktails and thus, aside from quality, can claim to have, because of the garnish, more to offer. It is being aggressively merchandised, with a complete line of dealer promotion and dealer aids including store and window displays, full-color counter displays and stuffers, newspaper mats and a complete schedule of trade and consumer ads.

The Cocktail was "sneak previewed" to a number of retailers in Maryland in April and the response was so enthusiastic that the company proceeded immediately with a formal introduction in Florida and other East Coast states. Currently, distribution is being developed on a national basis and, at this writing, is practically completed.

"ALL YOU NEED is the inclination" is slogan for new "Cocktail." Here the Manhattan mix is garnished with cherry from the small jar.



CREDITS: Liquor and garnish bottles, Maryland Glass Corp., Baltimore, Md. Caps, Columbia Specialty Co., Inc., Baltimore. Labels, E. B. Read & Son Co., Baltimore. Du Pont "Cel-O-Seal" closures, Armstrong Cork Co., Lancaster, Pa. Cartons, The Eastern Box Co., Baltimore. Counter display units, Einstein-Freeman Co., Inc., Long Island City, N. Y.

Packaging's Hall of Fame



NINETEENTH OF A SERIES

MORTON SALT

Packaging history was made one afternoon in 1913 on the seventh floor of the Railway Exchange Bldg. in Chicago. Out of a conference between officials of the Morton Salt Co. and its first advertising agency emerged the famous Morton Salt "umbrella girl" and the product slogan, "When it rains it pours." Thus was launched a package trademark with a recognition value ranking among the highest of all food products sold in the American market. In a nation-wide poll of 4,000 housewives several years ago, more than 90%

of those questioned stated they were familiar with "the can with the little umbrella girl on it."

Through the years, the Morton Salt Co., by long odds the nation's largest producer and marketer of table salt, has made the familiar cylindrical blue package with its handy pouring spout almost as universally accepted as salt itself. Further strengthening the position of this package as a Hall of Fame selection is the fact that the Morton Salt Co., in its early drive to create and merchandise a high-quality table salt, was first to adopt the asphalt-laminated paper container, which has since

enjoyed almost universal use in the salt industry, and the hinged aluminum pouring spout.

History of industry

Looking at the modern Morton Salt package and the up-to-date packaging methods now employed by this company and other important producers, it is difficult to visualize the struggles of those hardy pioneers who sought out the early U.S. salt "licks" or springs, boiling the brine in crude kettles to obtain the much-desired product. At Lake Onondaga, N.Y., near the site of Syracuse, Pere Simon Le Moyne, an exploring priest, became the first white man to produce inland salt within the borders of what is now the U.S. A natural salt lake



FRONT-PANEL progression shows evolution to today's simple, forceful design, playing up the name and trademark for instant recognition by self-service shoppers. The basic form of the round paper canister hasn't changed in appearance during its nearly half a century of use.

NOMINATED FOR PACKAGING'S HALL OF FAME BECAUSE:

- It was first to incorporate a moisture barrier in a paper package and first to offer the convenience of a metal pouring spout.
- Its girl-with-the-umbrella trademark is among the best promoted and most famous in the history of American packaged-goods merchandising.
- Despite its rank as the biggest producer of a vital commodity, the company has always been alert to packaging improvement.

at Saltville, Va., near the present town of Blacksburg, was another of the nation's first salt-production centers. At the height of its development, Saltville produced a million bushels of salt per year and was for a time the salt mainstay of the Confederate States during the Civil War period.

Chicago was booming in 1848. Already wagon trains were preparing to strike out from there to establish new homes and communities farther west. The new railroad and Illinois and Michigan Canal to the Mississippi Valley were carrying salt and other cargoes to the West at low rates. The Morton Salt Co. stems directly from the establishment of Alonzo Richmond, Agents for Onondaga Salt, in Chicago in April of 1848. Richmond & Co. changed personnel

through the years, but the establishment remained. In 1879 it was known as E. I. Wheeler & Co.

And in 1879, young Joy Morton, a storekeeper for the Burlington Railroad, decided to forego a promising career with the railroad in order to take his chances in the rapidly expanding salt industry. Accordingly, he invested his entire capital of nearly \$10,000 and became a partner in E. I. Wheeler & Co. Following the death of Mr. Wheeler in 1885, Joy Morton acquired his late partner's interest. His brother, Mark, joined him in a business partnership and the firm became Joy Morton & Co.

A keen observer of business trends, Joy Morton recognized that with the westward growth of the country he could no longer rely solely on Michi-

gan salt. Important salt-mining operations had been initiated at Hutchinson, Kans., and in 1893 Mr. Morton acquired one Kansas plant and rented two others. The following year, heavy floods forced many of the Hutchinson plants—Morton's among them—to shut down. But this was only a temporary setback. Further expansion of the Morton production facilities came with the construction of a new coal-burning plant at Wyandotte, Mich.—the first Michigan salt plant to use fuel other than wood. As the Michigan forests thinned out, the lumber companies which had made salt as a by-product to utilize wood waste slackened salt production. However, Morton retained the agency for the Michigan Salt Assn.

Joy Morton & Co. set up its own

BACK-PANEL sequence shows first appearance of the famed umbrella girl in 1914 and her gradual modernization. Asphalt-laminated canister and the aluminum pouring spout, both pioneered by Morton, gave truth to the slogan, "When it rains it pours," used on package since 1914.



THEN AND NOW



IN ITS DAY a marvel of ingenuity, this was 1900-1910 packaging line at Morton Chicago warehouse, shown operating on Rock Crystal table salt, another Morton brand. Folding cartons were squared up on wood-block mandrel, bottom glued by machine, carton inverted by air jet, filled and top sealed.



TODAY special machines fill Morton canisters through spout at 70 a minute. Empty canister travels on line in foreground to spiral which presses top down, lifts spout and whips it to open position. Gates guide spout to correct position on filler at left. Heat-sealed glassine labels are automatically applied to the closed spouts; packages then are check weighed.

salt docks and warehouses at the mouth of the Chicago River in 1888, having leased a portion of the Illinois Central Railroad's old Pier No. 1. The company also erected its own office building there—a wooden replica of the historical Boston State House. At the Morton warehouse, salt was received in bulk and barrel by boat from Michigan, for storage and re-shipment. Some of it went into barrels and sacks, while other consignments moved by wheelbarrow to box-cars for shipment to users of bulk salt, such as the packing houses. On the dock, Morton soon erected a mill for refining table and dairy salt.

Early packaging methods

In his excellent historical volume, "Salt, the Fifth Element," Garnett Laidlaw Eskew describes early salt-packaging operations at the Morton mill as follows:

"On either side of a long table stood a line of girl workers, one group folding the various-sized pasteboard cartons, shaping each over a stationary square block in front of her; another group gluing it and filling it with scoopfuls of salt from the big bin of refined crystals on the table before her. On the opposite side of the table another line of girls would be filling the cloth pockets (small sacks). As each pocket was filled, a girl sewed it up and seized another.

"Hard by, carpenters hammered away on wooden boxes in which to pack those cartons and barrels. Both packers and carpenters soon developed great speed and dexterity. Old employees of the Morton Salt Co. today like to tell of the rivalry there was between the two groups—the box makers trying to keep up with the packers, and visa versa . . ."

Also located on the docks were the Morton cooperage shops, where a force of skilled coopers, working for the usual \$2.25 to \$2.50 per day, made salt barrels, with ash and gum staves and headings and elm hoops which came to the shops ready cut.

High-grade table salt in round cans began to appear around 1900, during the period which saw the formation of the National Salt Co. and, later, the International Salt Co. Joy Morton & Co., which for a time became part of that International Salt Co., carried stocks of both Worcester and Diamond Crystal salt at its warehouse, shipping small quantities of table salt in carloads of common salt. By 1907 International Salt Co. decided to produce its own high-grade butter, cheese and table salt and, accordingly, experiments were set up in both the New York and Michigan plants to secure the proper product.

One of the men assigned to direct this work was Joy Morton's son Sterling, who is now chairman of the

board. Mr. Morton and his associates discovered that since salt was by its nature hygroscopic, the salt crystals themselves had to be coated with a non-soluble substance, such as a small percentage of magnesium carbonate, in order to render the product free-running. This treatment successfully overcame the problem of hardening and caking, which is caused primarily by changes in atmospheric conditions.

Through experiments with a number of substances, including long tests of salt in such damp localities as the Middle Atlantic seacoast cities and Florida, the product-development program was well on its way by 1910, when the organization, now named the Morton Salt Co., acquired the Western properties of International Salt Co. The new organization continued its research work for about another year, however, before it was ready to launch the product.

Early packaging

At that time most table salt was sold in "pockets"—3- or 5-lb. cloth bags, packed either 60 or 100 to a barrel. Square-carton salt was becoming fairly popular, particularly in the Southeast and West. Morton's Kansas brand (RSVP), its Triangle brand from Port Huron and Rock Crystal from Chicago were leading sellers. Attempts were also being made to push table salt in "half-bar-

rel" bales—30-5's, 50-3's, etc.—since even then barrel material was becoming somewhat scarce. A few wholesale grocers would buy straight carloads of "pocket" salt, but most of them took mixed carloads of table and common salt. In fact, if an order came in for a straight carload of table salt, either in bags or cartons, it was something to be talked about all over the Morton Salt office. Efforts to get the country dealers to buy in bags instead of 300-lb. barrels also met with only lukewarm response.

Morton Salt Co. had been putting out a high-grade table salt in a paper-lined bag, under the brand name "Seal." This package carried a picture of a seal, on the theory—popular in that day—that an easily recognized symbol was an aid in building sales acceptance. However, Seal salt failed to gain the popularity that had been expected of it and sales efforts on high-grade table salt were soon concentrated on the spouted round package filled with free-running salt.

It had already been decided that the new salt would feature the company name. Joy Morton pointed out that many outstanding business firms—among them the Kingsford Starch organization and H. J. Heinz Co.—identified their products by company name and that such an approach was the best way to engender consumer confidence. The new package, launched in 1912, carried the essential label, "Morton's Table Salt," on the front panel; a smaller panel on the back read "Morton's Free Running Salt" and was accompanied by boxed copy listing the net weight (2 lbs.) and stating that about 1% calcium phosphate had been added to the product.

The Morton canister

The asphalt-laminated paper canister and aluminum pouring spout, which Morton pioneered in use, were inventions of J. R. Harbeck of the Gem Fibre Package Co., Detroit, which later became the Kemiweld Can Co. and eventually was taken over by the American Can Co. The latter company's records date the asphalt lamination from 1911 and the pouring spout from 1912.

For several years Morton Salt was the exclusive user of this container, which proved to be so nearly perfect for the product that it eventually became the standard for the entire salt industry. Many improvements in the

container and spout construction were worked out or suggested by Morton as experience with it developed.

Experience with the production of moisture-resistant artillery ammunition containers by the American Can Co. prior to the first World War led to a method of applying asphalt directly on the spiral winder and Morton Salt Co. in 1916 received the first carload manufactured in this manner. The process permitted heavier films and better protection. Better methods of capping the canisters also were worked out, at Morton's request, to provide flush surfaces for labeling.

Around 1925 a change was made in the construction of the pouring spout, permitting it to open a full 90 degrees instead of the 75 degrees provided by the Harbeck design. This greatly speeded the filling operation. At the same time American Can adopted a method of clinching the spout to the cap stock with a wire stitch, eliminating previous complaints about the spouts being pushed into cans and otherwise torn loose, and enabling Morton to advertise, most truthfully, "the spout that won't tear out."

That these improvements were appreciated by consumers is indicated by the can company's manufacturing records. In 1923 Morton used 14,848,000 cans. By 1926 the demand had risen to 38,275,000 cans.

The increasing volume required by Morton impelled the can company in



ASSOCIATION with salt-seasoned foods is a sales-stimulating technique widely used by Morton in store displays and also in advertising. Here salt is mass displayed in a Miami market along with fresh grapefruit.

1929 to develop fully automatic, high-speed canister-making equipment which operates today with virtual push-button control, right through to the automatic packing of finished cans in shipping cases. Further improvements in quality and reductions in cost resulted.

Morton by 1936 had acquired its famous "Morton Yellow" cover stock, to top off its blue and yellow color

VARIETIES OF SALT that never meet the consumer's eye are included in Morton line—from cow licks to meat cures—in many types of packages.



scheme. But it was still not satisfied with the scuff resistance or appearance of the cap. In 1938 the Canco research department went to work on a coating which could be applied to the outer liner economically and came up with the so-called "Neezol" coating which was applied in a separate operation consisting actually of two applications: the alcohol solution of the plastic and a light application of hot paraffin. This coating produced a brighter finish, a more scuff-resistance surface,

KOSHER SALT is packaged in a 3-lb. carton with perforated "push-in" pour opening. Opposing panels are printed in English and Hebrew and bear the Star of David and a circled "U" indicating orthodox approval.



POURING CONVENIENCE is a Morton principle carried over to these 10-lb. paper bags for brine salt, which are of the patented construction providing a flat bottom and an integral spout opening in the top of the bag.



great moisture resistance and easier drawing of the cover due to the waxy surface.

The final step in moistureproofing, a few years later, was the adoption by Morton of a moistureproof lacquer applied over the printed label.

An early appreciation of color psychology was responsible for the selection of white letters against a dark-blue background for the Morton Salt label. Many years before, Joy Morton had become interested in a starch works operated at Nebraska City by his brother, Carl. The starch made at this plant at the time was not quite so white as certain competitive products, but it was found that a blue package made the starch appear whiter.

Trademark and slogan

Having the product and the package, the Morton Salt Co. was now ready to embark upon an important new activity—advertising. And out of that first conference with representatives of the agency was to come the key figure of all Morton's subsequent sales and promotion—the cheerful little girl with the big umbrella.

"It is hard to realize, but, aside from a few little souvenir specialties, trade-paper 'cards,' postcard quotations to the general trade and follow-up letters on inquiries, our company at that time did not advertise," Sterling Morton says. "Only a few salesmen were employed. The bulk of the sales were made either on postcard quotations or on follow-up of inquiries. . . .

"After considerable deliberation of this entirely new policy, it was decided to have a *Good Housekeeping* magazine test and if the salt passed, as we were confident it would, we would take a series of 12 ads in that magazine, one each month for a year. We then entered into our first relations with an advertising agency. The agency didn't seem particularly impressed with the honor we had paid it! But in due course the account executives came over with copy for the 12 ads. I wish they had all been preserved, as they would be interesting, historically. Twelve had been selected by the agency's experts and there were three additional drawings 'on the bench' as possible substitutes. . . .

"One of the agency men suggested we might look at the three substitutes to see if there were any of them

which we liked better than the 12 which had been given the agency's stamp of approval. I was immediately struck with one. It showed a little girl with an umbrella over her head, rain falling, a package of salt under her arm, tilted backward with spout open and the salt running out. Perhaps the fact that the present Suzette (Morton) Zurcher (Mr. Morton's young daughter) was occupying a lot of my time and attention at that period may have had something to do with my interest!

"But, anyhow, it struck me that here was the whole story in a picture—that the message that the salt would run in damp weather was made beautifully evident. I immediately said that we could find no better trademark and . . . it wasn't many weeks before such labels were being put on the cans. . . ."

The final point to be decided at this meeting was the selection of an appropriate slogan. Such phrases as "flowing," "non-caking," "non-hardening" and "free-running" had all been used in the copy submitted by the agency. However, another statement—"Even in rainy weather it flows freely"—which was used beneath the drawing of the umbrella girl, won Mr. Morton's immediate interest.

"I remember distinctly saying that what we needed was something short and snappy, like 'Ivory Soap—It Floats' he recalls. We worked around with 'Flow freely,' 'Runs freely,' etc., but all seemed too long. Finally the word 'pours' was suggested. That filled the bill, so 'It Pours,' put in a diamond-shaped frame, as well as 'Free Running' went on the label.

"So, there we were with a slogan which everyone thought was pretty good. Then, history was made! Someone (and how I wish I knew who it was!) said, 'There is an old proverb—"It never rains but it pours." I think that everyone in the room realized that we had something there. After a little discussion, however, I suggested. . . that negative connotations should be avoided. So we turned the old proverb around and made it positive instead of negative. . . ."

As Mr. Morton summarizes these important decisions, "The stone which the builders rejected, the same is become the head of the corner." The excellent non-hardening salt, the moistureproof can with its blue label and pouring spout, the brand name,

Morton's Salt, had acquired the little girl with the umbrella, the words, 'It Pours,' with a diamond-shaped frame around them, and, above all, the slogan—'When It Rains It Pours'—had been launched on their triumphant career."

Modernization steps

Even since the first appearance of the umbrella girl in 1914, the Morton Salt package has been periodically modernized to keep pace with changing market conditions. The little girl has been kept up to date with three distinct changes of dress. Essential features of this evolutionary process may be seen in accompanying photographs, showing the front and rear panels of the package as they appeared from 1912 to 1949. These successive label modifications have been handled directly by Morton Salt Co. in cooperation with its advertising agency.

The original umbrella girl carried an umbrella almost as large as herself, with the handle reaching practically to the ground. Her right arm was folded across her chest, hugging the umbrella shaft, while in her left arm she carried a package of Morton's Salt, with spout open and the salt spilling freely behind her—despite the pelting rain. On the front panel of this 1914 package, "Free running" was incorporated directly with the product name, instead of along the top border, where the phrase "Never cakes or hardens" made its first appearance. This package also marked the initial use of the new "It pours" statement, within a tapering hexagonal border.

The year 1929 brought several label changes. The umbrella girl, who had started out as a blonde, became a brunette, and her dress and shoes were brought up to date. The position of the right hand was shifted down toward the umbrella handle, grasping the shaft, where it has remained ever since. The stream of salt pouring from the open package was made heavier. And whereas the girl had originally been in a standing position, the new sketch gave her movement and life, walking with right foot upraised. The front panel of the label was not modified at that time.

1935 brought a more dramatic change. At that time, the illustration was changed from a rectangular to an oval shape, bordered by a dotted line. The slogan, reset in capital letters,

was curved in beneath the illustration. Although the girl's dress was again modernized, the handling of umbrella and package were essentially undisturbed. However, the front panel was redesigned to fit within an oval frame and for the first time carried a small reproduction of the umbrella girl at the top. She had become as important to identification as the name Morton itself. The statement, "It pours," which had been printed in bold type in prominent size since 1914, was condensed to a fraction of its former size and used at the bottom of the oval frame, in conjunction with the phrase, "When it rains." The general effect of the 1935 redesign was to place greater dependence upon the umbrella girl trademark for primary identification.

The most recent alteration of this famous label came only last year and was intended to bring the package into line with the latest retail selling trends, including self-service merchandising, without sacrificing the recognition value of the label.

Working with this thought in mind, the company and its agency retained the familiar blue color, but modified the front label to make the words "Morton Salt" appear in much larger type. This was aided by removing the apostrophe and letter "s" from the company name, reducing it to "Morton." Also, to increase the size of the display type and that of the trademark figure, the list of ingredients was moved from the front panel to the side of the label.

The words "free running" were dropped; it had been found that the slogan and illustration were sufficient to put this feature over effectively. These changes gave the label a simpler, bolder appearance, making it more easily identified and read at a distance and enhancing the value of the package for both shelf stock and display purposes. Until the 1949 redesign, the product name had appeared only on the front label. The new label includes the words Morton Salt in large type on the back panel also, above the large illustration of the umbrella girl. Below her still appears the familiar slogan.

The latest Morton Salt umbrella girl, a blonde with gaily waving pig-tails, is strictly a modern miss in dress and hair-do. As she strolls along in the rain she is jauntier than ever, easier to see. Similar changes were made in the design of the Iodized



SHIPPING CARTON uses the diamond pattern of intermittent gluing on flaps to permit easy opening and re-use by retailers.

Salt package. The *Good Housekeeping* seal of endorsement is used on the side panel of both packages and the American Medical Assn. Seal of Acceptance remains on the side panel of the Iodized Salt package.

Recently the words "Morton Salt" and "When It Rains It Pours" have been printed in yellow type on the back of the iodized package and the word "iodized" now appears directly above the girl's umbrella. This marks the first time that the regular table salt and the iodized variety could be distinguished by looking at the back of the package.

Although an accidentally opened pouring spout has long been part of the trademark illustration, actually this is a very rare occurrence. The spouts are sealed flat by means of a heat-sealing glassine label, printed with the umbrella-girl trademark, which insures that the package reaches the user unopened. The heat-sealing label, which is automatically applied immediately after the filling operation, was adopted in 1939, succeeding a label which had been applied with water-soluble adhesives. The heat-sealing label, which is now automatically applied immediately after the filling operation, was first used in 1939 in individual form, applied by hand and sealed with a (This article continued on page 203)

The feel of the product

THAT'S WHAT 3M PROVIDES WITH
STORY-TELLING DIE-CUT WINDOWS
IN ITS SIMPLIFIED PACKAGING FOR
NEW HOME-WORKSHOP SANDPAPERS



WINDOW in each folder serves both functional and illustrative purposes. Customer can feel the grit without opening the package. Shape of window identifies type of paper and illustration suggests typical use.

Industrial-quality sandpaper for the home workshop became available in packages instead of individual pieces for the first time this month.

Previously, such sandpaper was usually stocked in bulk by retailers and sold in individual pieces, one or a few disks or sheets at a time. Now—as a result of a completely new packaging program by Minnesota Mining & Manufacturing Co., St. Paul, Minn.—sandpaper is appearing in retail packages and boxes.

The new packaging was especially created for the firm's new line of "3M" brand Home Workshop Sandpapers. The line features pre-cut and packaged abrasive disks, sheets, belts, bands and refill rolls, which for the first time provide home users of power sanding tools with sandpaper of industrial quality in a ready-to-use form.

A die-cut window, cleverly worked into the front of each disk and sheet package, meets the customer's desire to "see and feel"—as well as read—the coarseness or fineness of the sandpaper he chooses. The shape of the window helps identify the type of sandpaper: rectangular for sheets, round for disks, etc. The window is part of a cartoon-type cover sketch of a workman who seems to be holding a piece of the

actual sandpaper and the sketch in most cases suggests the probable use of that particular paper—in a power or hand sander, or in other ways.

Imprinted edges enable clerks to identify and select readily the right package from stacks on shelves.

To simplify identification for home users who may not be familiar with commercial numerical designations of grit sizes, all are designated by the simple terms "fine," "medium," "coarse" or "very coarse," with different packages for the different grades.

Different-sized yellow-and-brown family-resemblance packages, boxes and a special display container for rubber hand-sanding blocks constitute the line.

Objective of the new packaging program, according to the 3M company, is to meet the needs of a growing home-workshop market, with particular emphasis on the home use of power sanding tools. The retailer, it is pointed out, needed a "simpler, effective way of stocking and selling sandpaper"—the customer, "an easier way of selecting and buying prefabricated sandpapers for use on his power

tools." The new packaging accomplishes both objectives, the 3M company believes.

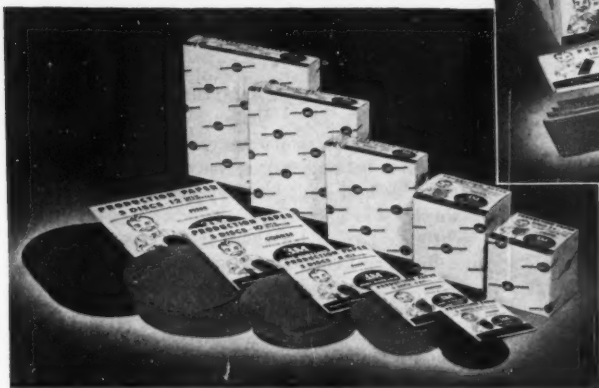
To meet the needs of the home users of power sanding tools, aluminum oxide mineral grain—used on high-speed industrial-abrading jobs for years—is featured throughout the new line. It marks the first time that sandpaper with the aluminum oxide mineral, for use on either wood or metal, has been merchandised for large-scale retail sale.

The new "3M" line comprises seven separate packages, 15 boxes and one display container. It includes: five packages for different-sized disks; two packages for different-sized sheets; three boxes for different-sized bands; two boxes for different-sized belts; three boxes for different-sized refill rolls and a single display container for six newly designed rubber sanding blocks.

In addition, five separate box sizes are provided to hold 20 disk packages and two other box sizes to handle 20 sheet packages.

Actual work on the new line began last summer and was based on the

DISK PACKAGES and the five sizes of boxes designed to hold either 10 or 20 packs. Color scheme of brown on yellow is used throughout entire line.



SHEETS of the sandpaper are packed 10 to a folder and 20 folders to a box. At right is counter display carton for merchandising rubber sanding blocks.

findings of a nation-wide survey. This survey disclosed that over 3,000,000 home workshops were equipped with two or more power sanding tools.

The survey also pointed out that the nation's hardware stores—which for years sold primarily flint, garnet and emery sandpapers—had become the principal outlet for the home-workshop power-tool market, but were in need of pre-cut "industrial quality" abrasives to go with the tools.

Dealers', jobbers' and salesmen's reactions to the proposed plan were checked, production studies were made and markets were surveyed. The consensus showed that individual packages and boxes for over-the-counter retail sale to home users constituted an immediate demand.

The task of designing the new packages was turned over to the firm's own packaging engineers, who began experimenting with containers made from bleached manila-lined chipboard with a 0.015-in. over-all thickness.

The main problem confronting the engineers was to design packages and boxes which could quickly and inexpensively facilitate loading. For the line's seven basic unit packages the solution was found in a unique type of flap-lock, one-piece folder arrangement.

During loading the packer need only place the required number of sheets or disks in the flat container, hand assemble the folds to fit around the contents, tuck two ear flaps under the back folds and slip the long clos-

ing flap under the flap formed by the ears.

An additional value found for the flap-lock arrangement is that customers need only open the tuck-in flap, remove the disk or sheet and reclose the flap to retain usefulness of the container.

A standard snap-lock bottom and tuck-in top arrangement were selected for the line's 15 assorted boxes. The special bottom on this type of box was found to prevent the pressure of the contents from forcing the bottom flap loose during loading, handling and shipping.

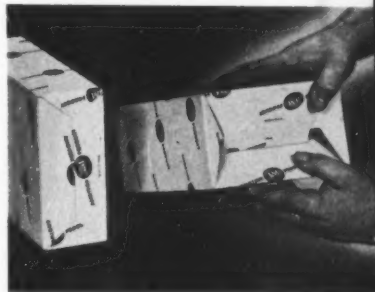
All of the line's yellow-and-brown-colored packages and boxes are either square or rectangular in shape. The front cover of each contains the "3M" and "Production Paper" trade names and a brief description of the contents—such as type, size, grit and quantity.

Back covers on the sheet and disk packages carry a complete aluminum oxide grit guide, which compares the new "fine," "medium," "coarse" and "very coarse" marking system with former technical-number listings. Reference to popular-make power sanding tools upon which the packaged disks or sheets can be used satisfactorily is also made on each package's back cover.

CREDITS: Paperboard folders and boxes, B. F. Nelson Mfg. Co., St. Paul, Minn. Display container for rubber sanding blocks, Kaplan Paper Box Co., St. Paul.



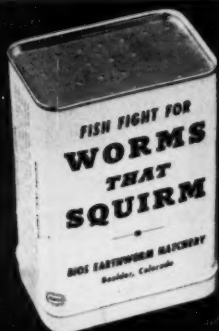
LOCK CLOSURE on the folder was chosen for quick and easy glueless manual handling in packaging. The customer need only open the top tuck-in flap to remove sheet or disk. Note explanation of grit grades on back.



SNAP-LOCK BOTTOM on the boxes holds contents securely. The regular type of tuck-in flaps are used at the top of the box.



DESIGN



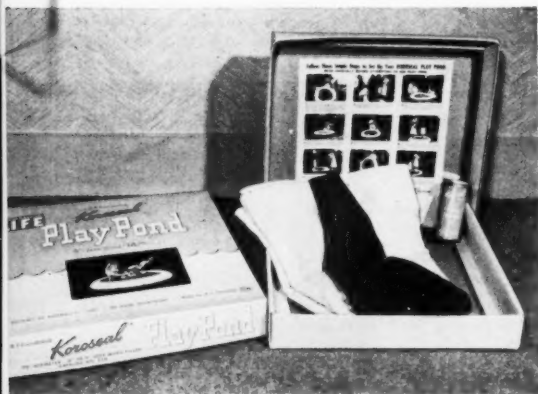
Canned live worms ready for fishermen's hooks

Living worms put up in cans for sale in sporting-goods shops prove once again that almost any product can be a profitable business if properly packaged. This worm business is a sideline of R. Forrest Davis of the biology department of Boulder, Colo., High School, who operates the Bios Earthworm Hatchery in his spare time and markets the packaged worms through sporting-goods stores to fishermen trying their luck in Colorado's mountain streams. Under the slogan, "Fish fight for worms that squirm," the worms are packed in $3\frac{1}{4}$ -by-2 $\frac{1}{8}$ -by-4 $\frac{5}{8}$ -in. lithographed cans with slip cover. A mixture of peat moss and soil makes the worms feel at home and perforations at one end enable them to breathe. Because the worms persisted in congregating at the bottom of the can, Mr. Davis outsmarted them by printing the yellow and green containers upside down. Thus, when the fisherman opens the can, the worms are right there, ready for the hook.

CREDIT: Cans, American Can Co., New York.



A package change at the peak of success



When a manufacturer has a new product that is selling faster than it can be produced, he usually is content to let this healthy condition run its course without package changes. But B. F. Goodrich Co. felt the extra cost of this new, attractive container for its Koroseal Play Pond—portable swimming pools—was justified. The former dull gray-green stapled paperboard container has been replaced by this bright two-piece folding carton printed in yellow for high visibility and aqua to simulate water. A 7-by-4 $\frac{3}{8}$ -in. full-color reproduction of the pool in actual use is hand pasted on the top cover. Inside the lid is a pasted-in sheet with nine photos illustrating how to set up the pool. A repair kit is included in each package.

CREDIT: Full-color paste-on label, Stecher-Traung Lithograph Corp., Rochester, N. Y.

HISTORIES

A package endorsed by hundreds of women

Fritos New York realized that something more than top-grade potato chips were needed to bring their new Jupiter Potato Chips to the attention of consumers as a companion product to Fritos and Cheetos. The answer was a package with high "come hither"—a duplex cellophane bag, gaily printed in red, white and blue. The poster appearance of the design and the catchy slogan—"Buy Jupiter—they're out of this world!" is easily identified and easily remembered. Pre-tested in Westchester supermarkets for color, this package was overwhelmingly endorsed by women for its sparkling, fresh look. The trademark—a big blue "J" shot through with red lightning above the trade name—in a white band frames the top of the window through which the product is visible. Back of the package is used to the hilt to sell, with suggestions for product use and promotion for companion products.

CREDITS: Design, Jim Nash, New York. Package, National Cellophane Co., Chicago, using Du Pont MST No. 53 cellophane.

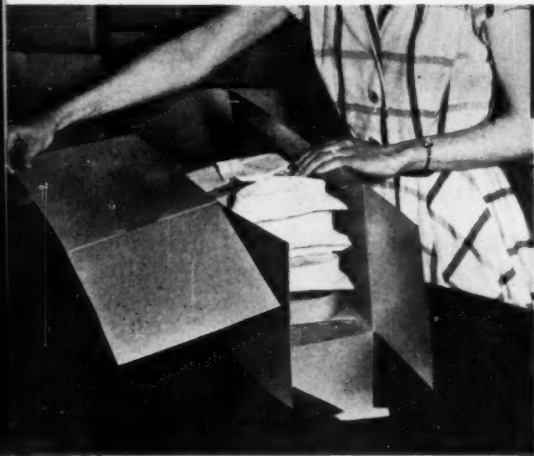


Attachment on carton sealer prints information panel

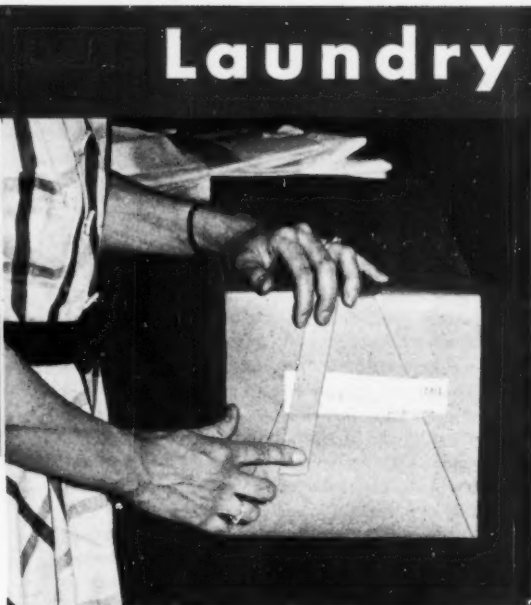
Six colorful, standardized cartons provide a new dress for the entire resilient-flooring-tile line of Armstrong Cork Co. The new trademark-printing system ties the products together as a family, with color identification for easy recognition. The original wooden box used to ship tile was replaced in 1940 by a five-piece corrugated container and in 1944 by a one-piece carton. The new trademark printing system effects a reduction in packaging costs, provides maximum legibility and larger copy area. The containers have two advertising panels, one information panel and one unprinted. Key colors identify the types of tile. A special attachment on the carton sealer automatically prints the information panel as the carton is closed.

CREDIT: Printing attachment, William A. Force & Co., Inc., New York.





ONE-PIECE BOX for shirts in use at Best Way Laundry, La Grange, Ill. With blank set up in U-shaped jig, shirts are in place and top flap is about to be brought down so that front lock can be fastened. Box cannot readily be opened without tearing lock-in tabs at top and ends.



LAUNDRY TICKET is taped on and the package is ready for delivery. No taping of locks or string wrapping is required. The savings in board and wrapping time are substantial, although the design gives exceptional rigidity to the chipboard box.

The wrapping and packaging requirements of the nation's thousands of laundries are of astronomical proportions. Some of the special packaging problems faced by laundries were cited in a special survey story published in the February, 1946, issue of *MODERN PACKAGING*.^{*} This article was the outgrowth of a comprehensive survey made by this publication in cooperation with the American Institute of Laundering.

As the national trade association of the laundry industry, operating a model laundry in its modern building at Joliet, Ill., the American Institute of Laundering is particularly aware of the importance of good packaging as an element of modern laundry service.

"If this matter of laundry quality is objectively studied," declares Wirt V. Dunlop, manager of the Institute's Membership Service Dept., "it becomes apparent that quality is whatever the customer thinks it is. For that reason, dressing up the laundry bundle so that it has a fine appearance is most important, because if the woman, in viewing her bundle as it is returned to her, is presented with an attractive picture she is quite likely to feel that the quality of the work is also better."

Among recent packaging develop-

ments which are attracting the attention of alert laundry operators are a new one-piece shirt box which offers interesting economies in storage space, board usage and packing labor, and a special machine which automatically supplies pre-cut sheets of wrapping paper from rolls in any of four pre-selected sizes. This unit permits the use of paper in roll rather than sheet form, saving approximately $\frac{1}{2}$ cent per lb. on the paper itself, and also holds wrapping labor to a minimum.

One-piece shirt box

Developed after an extensive study of laundry requirements, the one-piece shirt box is made in four depths—3, 5, 7 and 9 in. The 17 $\frac{1}{2}$ -in. length and 9-in. width of the box are standard for all sizes. As a rule of thumb, the number of shirts accommodated by each box is one less than the depth of the box in inches; i.e., half a dozen shirts required a 7-in. box.

The feature of the new shirt box lies in the layout of the blank, which is so designed that the box can be set up and packed very quickly, yet locks so securely that no string, tape or other additional support is required.

The housewife can easily pull out the locking tabs, which at the same time destroys the locks. This arrangement makes the box tamper-resistant because of the fact that it will not hold together once the locks have been destroyed. The box utilizes plain or colored chipboard, the caliper ranging from 22-point board for the 3-in. size to 26-point for the other three sizes. The box has undergone extensive testing by the Institute in its model laundry and is now in commercial use in a number of laundries in the Midwest.

An accompanying series of photographs, made at the American Institute of Laundering installation, illustrates how the new one-piece box is set up and packed by one operator, using a U-shaped sheet-metal mandrel or forming die which is supplied by the box manufacturer. The same mandrel is used with all four box sizes.

The layout devised by the Institute for efficient use of this box makes provision for storing the four sizes of blanks on edge in vertical racks at the left and right of the packing table. The exact arrangement of blank storage varies somewhat from one laundry to another, depending upon layout.

^{*} See "The Laundry," Feb. 1946, p. 91.

progress

PACKAGING IMPROVEMENTS INCLUDE A NEW ONE-PIECE
LOCK-TAB BOX, AUTOMATIC WRAPPING-PAPER SHEETER

As shown in the sequence photographs, the operator first selects the proper-sized blank from the rack and places it in the forming die. The blank automatically assumes a U shape when placed in the mandrel, bending on the score lines. Next, the operator takes the end pieces and brings them up to break the scores at the ends, prior to filling, then lets the ends drop and puts in the shirts. At this stage, the back of the box is still lying flat.

After the stack of shirts has been placed in the box, the operator picks up the back of the box and tucks the front lock in, forming a square tube, following which the side flaps are bent in. Next, the end of the top panel is folded down and the end of the lower piece is slipped into the top panel. The end lock is the secret of the unusual rigidity and strength displayed by the box. It holds its position even if the box is dropped or thrown against a wall and will not pull out unless deliberately withdrawn with a long, narrow blade. Since the box is a single-use container, this feature is important. At the completion of the packing operation, a laundry ticket is fastened to the top of the box with a short piece of gummed tape.

Among the features of the new one-piece box are its unusual crushing strength, said to be at least twice that of a conventional two-piece laundry box, either loaded or unloaded. This property permits the boxes to be stacked higher in the delivery trucks without damage. There is also a saving in board usage, which becomes progressively greater with increased box size. The board saved on a 3-in. box is about 3%, on a 5-in. box, 12 1/4%, 7-in., 18%, and 9-in., 27%. With the one-piece box, there is no need to pre-assemble and store completed boxes, as is customarily done with the two-piece style. Instead, the container is set up, packed and closed by the same operator, in an unbroken sequence of operations. Blank storage is greatly reduced—a factor of considerable importance in laundries where space is at a premium.

One of the first laundries to test the one-piece shirt box and adopt it as standard for its own operations was

the Best Way Laundry, La Grange, Ill. Because of space limitations, this company had not been able to make use of boxes since the war. Increasing volume required more and more of the plant space to be put to productive use and the company, not having room for blank storage on two-piece boxes, used wrapping paper.

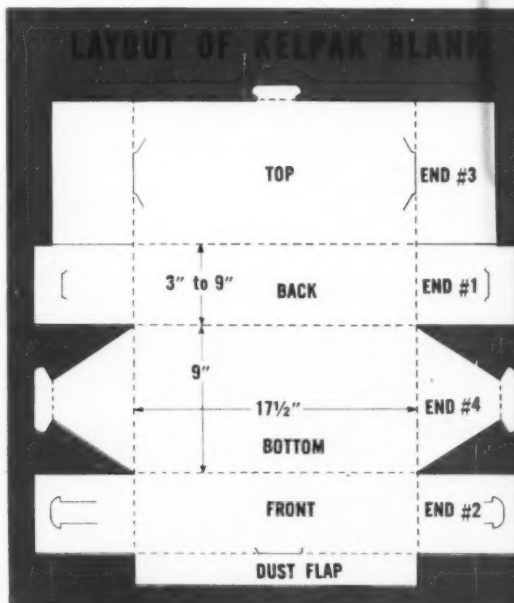
Then the new one-piece box was given a trial and its advantages were immediately apparent to operators of the laundry. Tests showed that very little time was required for an operator to become proficient in setting up and packing the new container. As pointed out by W. Marlin Smith of that company, the box is faster to handle than a two-piece style because the tying operation is eliminated. The elimination of string, except for carry-out packages, affords savings.

Best Way Laundry uses the one-piece boxes in a pleasing light-green color which harmonizes with that of the company delivery trucks. Bulk storage of box blanks is confined to a

small area adjacent to the truck loading dock and supplies in the racks beneath the packing table are replenished periodically. Instead of storing the blanks on edge, as is done in the Institute arrangement, Best Way Laundry racks the blanks flat, with the 9-in. sizes to the left and the others immediately below the packing table. The 7-in. box is the most commonly used in this plant.

This laundry handles the boxes in about the same manner as the Institute, except for minor variations. At Best Way, for example, the operator does not bend the end pieces up to break the scores prior to filling; they are brought up only when it is actually time to put the box together. Stacks of shirts ready for packing are placed on the packing table immediately after the numbered tag used in the plant identification system has been removed. Upon completing the packing operation, the wrapper affixes a tag to the box with a strip of gummed tape—on top of the box if it

BOX VARIES only in depth, according to number of shirts to be accommodated. Four standard depths are 3, 5, 6 and 9 in., of which the smallest uses 22-pt. board and the others 26-pt. A single forming jig 9 in. wide and 2 1/2 in. high handles all sizes. End panels are numbered on diagram in the order of their insertion.



Laundry Institute demonstrates sequence



OPERATOR SELECTS blank from one of four sizes kept in racks near packaging table. Forming jig is at an angle.



BLANK IS FORMED in U-shaped jig, ready for shirts. Operator bends the ends and lock tabs to break the scores.

PHOTOS COURTESY HUMMEL & COVING.

is to go out on the route trucks and on one end if it is to be called for.

Also affixed to the box before it is stacked in the wheeled truck to be taken to the storage shelves is a gummed sticker calling attention to special services offered by the laundry, or giving instructions to customers. For example, one sticker employed recently requested patrons not to fold their flat work in preparing it for the laundry. If there is more than one box in an order, another label is applied to the box calling this fact to the attention of the driver.

The one-piece shirt box is protected by patent applications covering details of construction and is being manufactured under a franchise arrangement. Although designed primarily for laundry use, it is recognized as having interesting possibilities in the packaging of various other types of merchandise where the program can be adapted to several stock sizes and where speed, reduction of labor and ease of blank storage are of interest.

Automatic paper sheeter

Tearing wrapping paper from rolls manually and attempting to estimate how long a sheet is needed for each of the bundles is an expensive, time- and material-wasting process. Even though the cost of buying presheeted paper is thus avoided, it is physically impossible to avoid overages, torn and

wasted sheets, etc., which represent a sizable volume of paper.

In order to overcome this problem and to take advantage of the economies of buying wrapping paper in roll form rather than in sheets, a Chicago manufacturer several years ago developed an automatic sheet-delivering machine, designed especially for laundry use. This device, which automatically and rapidly cuts off and delivers paper from the roll at the push of a button, enables a laundry to avoid the usual $\frac{1}{2}$ cent per lb. charged for sheeting. In addition, the paper wastage ordinarily involved in the usual "pull-and-tear" method is eliminated, since the machine is preset to four paper sizes, either at the factory or the customer's plant, which bracket the requirements of the average laundry.

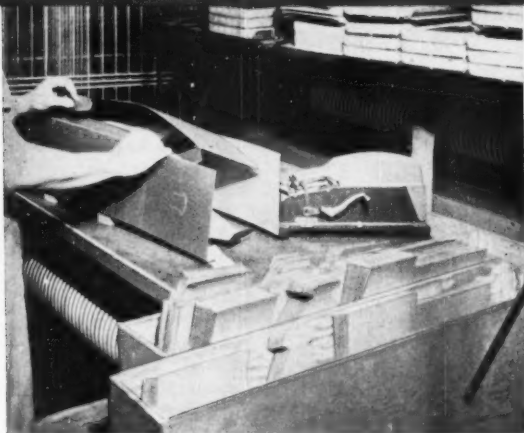
The principle of operation is relatively simple. The machine is equipped with a series of four colored push buttons recessed into the front of the top surface, which is also used as a wrapping table. When a button is pressed, the machine automatically feeds out paper to the length called for by that particular button and cuts it off cleanly, ready for wrapping. The operator then merely places the stack of flatwork or other laundry on the sheet and wraps and seals it in the normal way. The usual lost motion involved in pulling out the

estimated sheet length and tearing it off is eliminated. A counter on the front of the machine automatically records the number of sheets delivered or bundles wrapped.

To assist the operator in selecting the proper control button, a vertical-height gauge with four disks is mounted beside the unit. These disks correspond in color to those of the push buttons on the machine. When the stack of laundry is placed beside the height gauge, the operator notes the height of the bundle in relation to the disks and presses the correct button on the machine. This procedure insures that there will be sufficient paper to handle that particular bundle, with overage held to a minimum. In some installations, such as the one illustrated, conveyor belts carry the laundry orders directly to the sheet-cutting machine, an automatic cut-off device halting the belt momentarily as each stack of finished laundry reaches the end of the table beside the height gauge. With this arrangement, the operator is able to devote full time to wrapping, increasing her production.

Development work on the automatic sheeting machine began in 1945 and the unit was successfully used in two pilot plants for two years and eight months, during which period various improvements were added. Actual commercial production and distribution began in March, 1948.

of operations in box setting up and closing



SHIRTS IN PLACE, operator tucks front lock in, forming squared tube. The box is "built" around the contents.



FINAL STEP is tucking in the end locks, after side and top flaps have been folded in. End lock gives it strength.

In its present state of refinement, the machine will successfully handle material ranging from the thinness of cellophane to the thickness of single-faced corrugated paper and including asphalt paper laminations; the maximum width roll accommodated is 36 in. It is also possible to modify the machine to deliver stacked sheets from three separate rolls simultaneously of varying widths from 1 to 36 inches.

Savings reported

The units have now been widely installed in laundry plants and, according to the manufacturer, in no case has a user experienced less than a 20% saving in paper. Average paper savings reported by users have been 28%, with the lowest 22% and the highest 47%.

Important labor savings have also been reported by users of the equipment. Savings in labor have varied from a few man hours per day to as high as 24 man hours per day. As a general rule, production increases obtained with the equipment average 50%, it is said.

Standards that may be attained in wrapping with the aid of this type of equipment are illustrated in the accompanying graph and table, which were derived from time studies of actual installations. These figures show, for example, that the actual time required by the machine to unroll

and cut off a sheet ranges from 2.76 seconds for a 36 by 38 in. sheet to 5.16 seconds for a sheet measuring 36 by 72 in.—an "oversized" sheet which would rarely be required.

Total bundles attainable per hour with a single operator and one sheet-delivering machine range from 171 units for 7-in.-high bundles to 83 per hour for bundles 24 in. high. The relationship between bundle height, time required per operation and total output per hour is shown by Table I.

Operations on which these data are based include: (1) select a push button; (2) turn, pick up bundle and lay it on the table; (3) fold paper around bundle, tape with five pieces of gummed tape 6 in. long; (4) affix

tag; (5) place bundle on truck. Operations 1, 2 and 5 are combined in the paper-feeding period. In order to obtain maximum efficiency with the equipment, the operator learns how to operate without lost motion, pressing the selector button for the next bundle before she removes a completed bundle from the table.

One of the first laundries to adopt this equipment was The Best Laundry & Cleaning Co., Chicago, which has now been using one of the units more than three years. In this company's installation, operations are so arranged that wrapping is done on the second floor. Upon completing a bundle, the operator sends it down a chute to the first floor, where orders

BOX STORAGE takes a minimum of space. Illustrated here are approximately 10,000 of the shirt-box blanks, stored at the Best Way Laundry.



TABLE 1—WRAPPING TIME WITH WRAP-O-MATIC MACHINE

Paper size	Bundle height	Paper feed	Time in Seconds		Total time	Bundles per hr.
			Wrap	Identifying label		
36 × 38 in.	7 in.	2.76	15.0	3.24	21.0	171
36 × 44 in.	10 in.	3.18	17.4	3.24	23.82	150
36 × 48 in.	12 in.	3.48	19.8	3.24	26.52	133
36 × 52 in.	14 in.	3.72	21.6	3.24	28.56	124
36 × 56 in.	16 in.	4.02	22.8	3.24	30.06	120
36 × 60 in.	18 in.	4.32	24.0	3.24	31.56	116
36 × 72 in.	24 in.	5.16	34.8	3.24	43.20	83

are assembled and placed on the delivery trucks. Two conveyor belts converge on the sheet-supplying unit, carrying flat work from one side and "tumble-finish" laundry orders from the other.

J. G. Shaw, Jr., of this company reports that the firm can handle about 120 packages per hour with the automatic sheeting device, as compared with a single-operator production of 55 to 60 packages per hour without the unit. Since installation of the equipment, The Best has found it possible to eliminate the labor of 2½ operators, part of the saving representing miscellaneous small jobs on which some time was spent. Saving on paper alone has been 25%. No operating difficulties have been experienced with the equipment and it is only necessary to install a new roll of paper about once daily—an operation requiring but a few seconds.

One of the machines, in operation at the American Institute of Laundering for use in regular commercial production, obtains about 130 bundles per minute.

Study of various installations has revealed some instances in which the

equipment had an important influence in "pacing" plant production schedules, over and above its primary function of supplying pre-cut sheets. In one Southern plant where the machine was being operated only about half the time, it was learned that production had increased throughout the plant since installation of the equipment. By eliminating the former bottleneck at the wrapping station, the machine stepped up the tempo of the entire plant.

At a Michigan laundry which conducts a large-scale overall-rental service, two girls wrap 2,500 bundles of overalls per day, using two of the sheeting machines. Here the choice of four paper sizes is important because orders cover a considerable range, depending on the number of workers employed by each account. At this overall laundry and supply firm, the two girls keep up with three running tying machines used to secure the wrapped bundles. Prior to installation of the equipment, four wrappers were required.

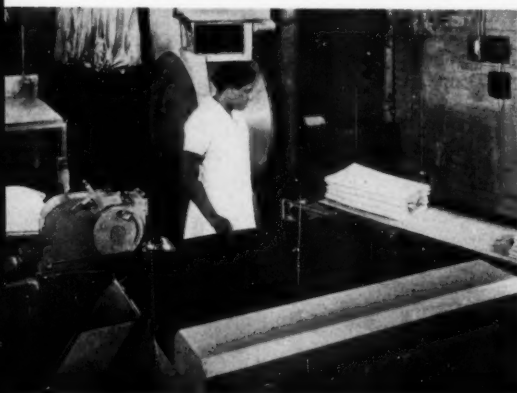
Now well established in the laundry field, the automatic-sheeting units are beginning to find their way into

other types of installations where they can be used to advantage. Shipping rooms and department stores, for example, have many wrapping problems which parallel those of a laundry. It is said that the equipment can quickly pay for itself in any shipping room where single-faced corrugated wrapping material is used, because of the large amount of waste experienced when the material is hacked or whittled from the upturned end of a roll.

Meat-packing companies have also been investigating the use of this equipment in the wrapping of such products as hams and bacon slabs. In wrapping these items, it is customary to assemble three separate sheets of paper—rag, glassine and printed outer wrap. Since the equipment can easily be modified to deliver the three sheets of paper simultaneously at the touch of a button, paper can be bought in rolls, eliminating sheeting cost, and the hand assembling of three separate sheets is avoided. Printed wrappers can be purchased in roll instead of sheet form and operators can tape as well as wrap, effecting further economies. Two units, it is stated, will accomplish what four wrappers now handle on four or more tables, thus freeing two additional workers for other duties. In addition, valuable working space is conserved.

CREDITS: "Kelpak" one-piece shirt box developed by Clifford Keller, Chicago; manufactured for Best Way Laundry by Hummel & Downing Division, Cornell Wood Products Co., Milwaukee. "Wrap-O-Matic" paper sheeter manufactured by Rosenthal Mfg. Co., Chicago.

PUSH-BUTTON wrapping-paper sheeter in operation at The Best Laundry, Chicago. Here operator observes height of stack in relation to varicolored height gauge and pushes button of same color directly in front of her, actuating machine mechanism.



WHILE THE OPERATOR REACHES for the bundle of laundry, wrapping paper of the proper length required is delivered directly in front of her so that it is ready for quick wrapping and tape sealing. The machine's push buttons provide a choice of four different paper lengths, ranging from 36 to 72 inches.





Editorial honors won by Modern Packaging

Highest honors in its field for excellence of graphic presentation have been awarded to MODERN PACKAGING in the Twelfth Annual Editorial Achievement Competition sponsored by the magazine *Industrial Marketing*. The Award of Merit, one of four given in the field of merchandising, trade and export papers, was presented to Lloyd Stouffer, Editor of MODERN PACKAGING, at an announcement luncheon coincident with the 28th Annual Conference of the National Industrial Advertisers Assn. at the Biltmore Hotel, Los Angeles, on June 30.

The award was given in specific recognition of the *Packaging's Hall of Fame* cover-and-story series which MODERN PACKAGING inaugurated in January, 1949, and which is still continuing. A panel of 22 judges, including some of the top-ranking names in the fields of advertising, marketing and art direction, chose this from more than 500 entries from business magazines throughout the United States and Canada as one of the four finest examples of graphic presentation during 1949.

This is the second recognition to be given to MODERN PACKAGING's unique *Hall of Fame* series. At the recent National Packaging Exposition in Chicago the 16 original covers published up to that time were displayed, along with samples of the actual packages, in a special *Hall of Fame* exhibit at the invitation of the American Management Assn. Later this year the collection will be exhibited at packaging expositions in Paris and London.

The objective of the series, as announced at the outset, has been to put the critical spotlight on "packages that are long-standing successes; packages that have pioneered in and maintained sound basic principles—that have stood the test of years" for the lessons they hold for today.

Apparently the judges concluded that the series had achieved this editorial objective. Certainly no other series of articles in MODERN PACKAGING ever has attained such wide attention and readership. To date, more than 80,700 reprints of the various articles have been distributed.



MODERN



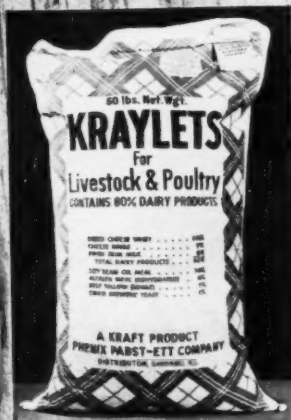
1 Aluminum foil containers introduced for Sara Lee cheese cake provide a package that is easy to handle, will not crush and stacks well on the refrigerator shelf. Identity is provided by a paper label on the lid. The aluminum package was chosen because it is moistureproof, gives no flavor to the cake and the cake can be both baked and sold in it. Container (Reynolds-Pak), Reynolds Metals Co., Richmond, Va. Labels, Soodik Printing Co., Chicago.

2 This 1-lb. lithographed can of Parakeet Certified Food Colors is one of the containers in a complete new line of industrial food colors introduced by Sterwin Chemicals, Inc., a subsidiary of Sterling Drug, Inc. Background color of the can is bright orange, with the parrot trademark in four colors. Other packages in the line range from 1/2-oz. envelopes to 200-lb. drums. Can, LeComte & Co., Inc., Brooklyn. Lithography, Brooklyn Metal Decoration Co., Inc., Brooklyn.

3 A new multiwall paper bag that provides product protection and lends itself to more effective stacking for display holds 50 lbs. of Kraylets, a pelletized dairy by-product feed containing cheese rinds and trimmings, made by Kraft Foods. Made with four plies of creped kraft with an odorless asphalt barrier which acts as a deterrent to rodents, it is said to seal in the product's cheese-like odor. Bag, Arkell Safety Bag Co., New York.

4 Noble Food Products Co.'s family of three shrimp packs in glass jars with metal caps include shrimp without sauce, French-fried shrimp and shrimp with cocktail sauce. In the latter one, the sauce is packed in a separate glass container within the jar to prevent the sauce from contacting the shrimp until ready to serve. This prevents the shrimp from hardening and the sauce from caramelizing, as is said to occur when sauce and shrimp are combined. Jars, Hazel-Atlas Glass Co., Wheeling, W. Va. Caps, Anchor Hocking Glass Corp., Lancaster, Ohio. Paper labels, Tablet & Ticket Co., Chicago, and Fraser Label Co., Chicago.

5 Valentine Fisheries, Inc., Suamico, Wis., claims to be the only packager of smelts in 1-lb. cartons. Cleaned, frozen and ready to cook, the smelts are placed in a wax-lined carton, overwrapped with a three-color printed Pliofilm sheet and heat sealed at both ends to make an airtight and waterproof package, said to insure the product's freshness. Wrap made by Milprint, Inc., Milwaukee, Wis., using Goodyear Tire & Rubber Co.'s Pliofilm.



PACKAGING

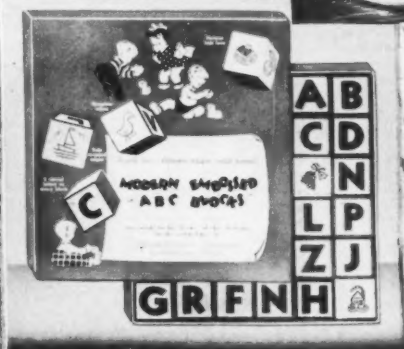
6 Apartment dwellers and small-family users of frozen foods will welcome this space and budget-saving size of carton introduced by Pictsweet Foods, Inc., which enables them to buy a quantity adequate for a single meal without leftovers. The 8-oz. "Pak-et" package lends itself to storage in the freezing compartment of apartment-sized refrigerators. Cartons, Fibreboard Products, Inc., San Francisco. Printed waxed-paper wrap, Marathon Corp., Menasha, Wis.

7 Jules Montenier, who stole a march on the whole toiletries industry with Stopette deodorant in a polyethylene spray bottle, is now leading the procession again. This combination package of Stopette with a new contour razor is probably the first "deal" of its kind featuring a polyethylene bottle, indicating that the squeeze bottle, now so generally used, is no longer a sales novelty that can sell itself exclusively of other merchandising support. The two in a paperboard display holder are offered for a limited time at the same price as Stopette. Back of the holder presents a simulated spray from the top of the bottle. Bottle, Plax Corp., Hartford, Conn.

8 Combining all the appetite appeal of a foaming glass of beer with the natural shape of the flat-top can, Acme Breweries' lithographed metal can "with a head on it" will be introduced with a special newspaper campaign. Copy is kept to a minimum to permit the full impact of the design. Can, Pacific Can Co., San Francisco.

9 This gay box wrap for embossed A-B-C wooden blocks produced by the Embossing Co., was designed to stand up well in the competitive toy industry. Puckish little children shown playing with the blocks are surrounded by actual-sized reproductions of the blocks. Logotype for the trade name is in keeping with the nature of the product. Design, Betty Howe, Pittsfield, Mass. Box wrap, The Argus Co., Inc., Albany, N. Y.

10 Three products packaged in the new stock polyethylene spray bottles made by the blow-molding process are Manon Freres' Spice Cologne, Windsor Perfumeries' Lavender Toilet Water and Windsaire Lavender Room Freshener. Each is given individuality by its distinctive printed decoration. Spray inserts and tubes are of polyethylene, as are the closures for the cologne bottles. Closure for the room freshener is of urea. Polyethylene bottles, inserts, tubes and closures, Elmer E. Mills Corp., Chicago. Urea closure, Braun-Hobar Corp., New York. Decorating, Graphic Decorators, Inc., Jersey City, N. J.



PACKAGING



11 Curtiss Candy Co.'s new carton for Baby Ruth cookies was adopted in response to requests from the company's field salesmen for improved packaging. Advantages claimed for the carton are product protection, ease of stacking for retail display and convenience in carrying. The carton is printed in four colors to show the cookies, as well as a tie-in with the company's Baby Ruth bar, and is cellophane overwrapped. Carton, American Coating Mills Div., Owens-Illinois Glass Co., Toledo, Ohio.

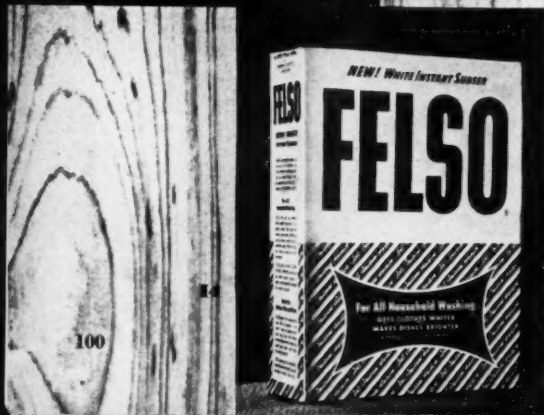


12 Greater display value for self-service merchandising has been achieved by the redesigned, four-color printed cellophane package for Michigan Bean Co.'s Jack Rabbit Michigan Navy Beans. The new bag is predominately blue, which shows the beans off to advantage. The red Jack Rabbit stands out prominently in contrast with the yellow background and blue circle, immediately catching the eye and drawing attention to the trademark and brand name. Along both sides are white opaque panels on which recipes are printed. Design, Bradford-LaRiviere, Inc., Saginaw, Mich. Bags, Neostyle, Inc., Cleveland, Ohio.

13 The Worth Publishing Co. has hit upon a novel way to present its new book, "ABC Way to Stop Smoking Cigarettes," which is designed and packaged to resemble a "flat-50" container of cigarettes. Title of the book appears on the "container" cover, which reproduces a lighted cigarette. The author's name is carried below: "Blended by Conrad J. Dammann." The transparent book jacket is held in place by a "tax" sticker giving price and the slogan, "A mouthful about cigarettes."

14 Felso household detergent, the newest addition to the line of Fels Naphtha products, is reaching the market in this poster-like carton which is characterized by the same simplicity of design as the other Fels & Co. packages. The white background area at the top emphasizes that this is a "white product" rather than the traditional yellow one. The over-all repeat design at the bottom, made up of product name, is used in a dynamic striped effect and makes an ideal setting for the Fels "double fishtail" trademark. Design, Frank Gianninoto, New York. Carton, Ohio Boxboard Co., Rittman, Ohio.

15 Olde Tyme "Ready To Use" Cake Icing is now available in this family of 16-oz. glass tumblers in three popular flavors—butterscotch, vanilla and chocolate. Labels and closures are decorated in matching blue and white. The cap has a special area for price marking and does a cross-selling job by carrying a plug for Old Tyme Foods' line of baking mixes—Old Tyme Biscuit, Corn Muffin, Pie Crust, Hot Roll, Ginger Bread and Cake Mix. Tumblers, Hazel-Atlas Glass Co., Wheeling, W. Va. Closures, (Anchorvac T), Anchor Hocking Glass Corp., Lancaster, Ohio.



PAGEANT

16 A new idea in the merchandising of wine vinegar is this attractively put up gift box introduced by the Pacific Vinegar Co., Inc., for their Maynor's California Wine Vinegars. The corrugated foil liner sets off the color of the product and emphasizes the sprigs which are packed in two of the bottles. Designed to increase the unit of sale from one to four, the pack contains vinegar with select spices, tarragon, dill and garlic.

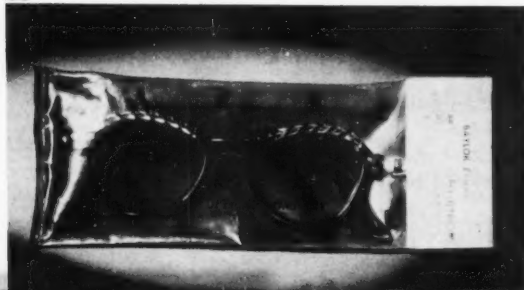
17 A particularly appropriate private design, tying in with the trade name of the product, is the nautical anchor and chain mold mark on the shoulder of the quart-sized bottle of Paul Jones Whiskey. Both of the bottles—the quart and the fifth—are private molds, fitted with deep-cap molded plastic closures. The caps are easy to remove and replace and completely cover the lips of the bottles, making them particularly suited for bar use. Shrink-type cellulose closures fit over the caps. Bottles and caps, Owens-Illinois Glass Co., Toledo, Ohio. Shrink-type closures, DuPont's "Cel-O-Seals" and Celon Co.'s "Celons." Labels, Courier-Journal Co., Louisville, Ky., and Gamse Lithographing Co., Inc., Baltimore, Md.

18 Clarion Metal Products Mfg. Corp. has joined the trend toward identifying its toy packages with a cowboy hero of movie and television fame for appeal to youngsters. Its "Official Gene Autry Rootin' Tootin' Pistol Horn" is packaged in a folding carton that combines eye appeal with economy of manufacture. Red and black half-tones are used to give the carton a three-color effect. The face of the carton features Gene Autry with his horse, Champion. Side panels show drawings of the firm's other toys. Carton, Burton Packaging Co., New York.

19 Transparent cellulose acetate cylinder packages provide visibility and protection for the new Pie Shell beach sandals manufactured by Liglon, Inc. The sandals fit into the cylinder lengthwise and a full-length label insert describing the sandal and illustrating it on the foot is tucked inside. The looped cord running through the cover provides a convenient method of carrying the package. Package (Vuepak), Transparent Plastics Container Corp., New York, using Monsanto's Vuepak cellulose acetate.

20 Protection against tarnishing of metal optical frames and fading of color in plastic frames are among the advantages claimed by Bay State Optical Co. for these polyethylene envelopes. The transparent package affords visibility and permits easy checking of color, style and measurements. Company name and trademark are printed on the envelope and product identity is provided by a label, which also seals one end of the envelope. Envelope, Kellogg Container Div., U. S. Envelope Co., Springfield, Mass., using Plax Corp.'s Plaxpak polyethylene film.

20



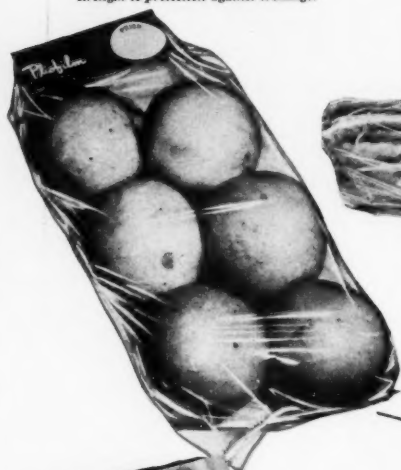
10

101

BULK PRODUCTS—*Pliofilm* super-market bags permit quick sales of perishables in larger-than-usual volume. Its superior strength is protection against breakage.

TOUGHNESS—*Pliofilm* is shatterproof, won't rip even when punctured by sharp bones in meats.

MOISTURE IN—Oysters, packed in their own brine, stay fresh and tasty in liquid-tight *Pliofilm* package.



TRANSPARENCY—*Pliofilm*'s gleaming transparency combines eye-catching display, better protection, and insures cleanliness.

Bring your tough packaging problems here!

FROM the Goodyear Research Laboratory have come many different types of **Pliofilm**, specially formulated to the specific advantages of this moistureproof film to a growing variety of different packaging problems.

No matter how troublesome your product is to package, you're likely to find the answer in one of these **Pliofilm** formulas.

Here, on these pages, you see some

of the tough packaging problems already solved by **Pliofilm**. And the range of **Pliofilm** applications will grow even broader, as Goodyear Research continues to develop and improve this magic film.

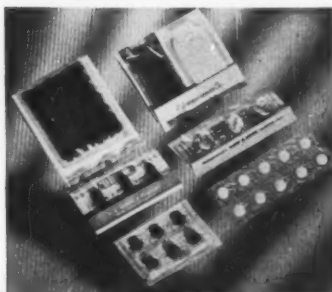
Why not put **Pliofilm** to work for you? For complete information on the type of **Pliofilm** best suited to your needs—write:

Goodyear, **Pliofilm** Department
Akron 16, Ohio

STRENGTH—It takes the great strength and flexibility of *Pliofilm* to withstand the kneading operation required in the "squeeze-mix" package.

CONTROLLED GAS DIFFUSION—In this *Pliofilm* lined bag, coffee keeps its aroma and taste far longer. *Pliofilm* permits CO_2 to escape, keeps air out.

MOISTURE OUT—*Pliofilm* keeps tablets and pills moisture-free, at peak strength.



Good things
are better in

Pliofilm

3-way protection

against air, moisture, liquids

Pliofilm, a rubber hydrochloride—
T.M. The Goodyear
Tire & Rubber Company, Akron, Ohio



FAT PILLOWS of creamy marshmallow topping are printed polyethylene pouches, replacing the formerly used No. 10 tins. Six of the pouches, each of which is sufficient for one fountain refill, are shipped in a paperboard set-up box.

Marshmallow without mess

HENRY & HENRY PUT IT IN POLYETHYLENE SQUEEZE-BAGS,

AND FOUNTAIN OPERATORS RESPOND BY TRIPLING THEIR PURCHASES

Marshmallow topping, a long-time favorite with the ice cream sundae crowd, has always been a profitable but troublesome item for soda-fountain operators—troublesome because the same heavy, sticky qualities that endeared it to the teenagers' hearts made it difficult and wasteful for the fountain man to remove from a conventional slip-cover No. 10 tin and prepare for serving.

Recognizing the inconvenience, waste and mess connected with this

particular product, the Boyd Division of Henry & Henry, Inc., Buffalo, is currently gladdening the hearts and fattening the pocketbooks of fountain operators with a package for its Boyd's Marshmallow Topping which is unique in its field—and suggestive of a whole new field of functional applications for polyethylene film.

Fifteen ounces of marshmallow topping are heat sealed in a pillow-type pouch of transparent 0.003-gauge polyethylene film. Six pouches are

shipped in an inexpensive set-up box, together with instructions to the fountain man: with a pair of scissors, just snip off one corner of the airtight plastic bag as you hold it over the fountain well; twist and squeeze the entire contents into the well; throw the bag away; whip in 2 oz. of boiling water—and you're ready to serve marshmallow sundaes, with no waste or fuss.

The marshmallow formerly lost on the walls of the tin now finds its way to the consumer. This saving in ma-

terial, plus the attendant's time saved through simplified preparation, plus increased business resulting from popularity of a topping with its consistency and flavor assured—all add up to new profits in back of the fountain.

The success of the innovation is attested by a 300% sales increase in the first six weeks' use of the new package and the opening of new markets for the Henry & Henry product. Not only fountain owners but fountain attendants are said to be clamoring for the new package, which eliminates one of the principal headaches of the job.

Previously, in order to prepare the topping for use at the fountain, it was necessary to ladle the contents from the rigid container into a mixing bowl where the proper amount of boiling water—determined by the trial-and-error method—was added to adjust the consistency. The mixture was then whipped and ladled into the fountain well. The process of transferring the gooey material from container to mixing bowl to fountain well by ladling resulted in a sizable percentage of waste and, in addition to being an extremely messy operation, was inefficient and time consuming.

With the polyethylene packages, each bag contains a convenient, measured quantity of topping—just enough to refill the standard fountain well when the stated 2 oz. of water are added and whipped in right in the well. The intermediate mixing bowl, with its added opportunity for waste, is eliminated. And because the single-use bag provides the same, exact quantity of topping for each refill, hit-and-miss measuring is eliminated and the same, desirable consistency of topping is provided each time.

Henry & Henry supply their marshmallow topping in four flavors, which are identifiable by their coloring—white for the regular, green for mint flavored, pink for raspberry flavored and yellow for banana flavored. The transparent Boyd's "Handi-Pack" bag, printed in two colors, has the additional virtue of distinguishing these flavors at a glance by their color.

At present the bags are received made up and printed and are being handled by semi-automatic methods involving filling the bags semi-manually and feeding them through an automatic rotary heat-sealing machine. However, the company expects eventually to incorporate the

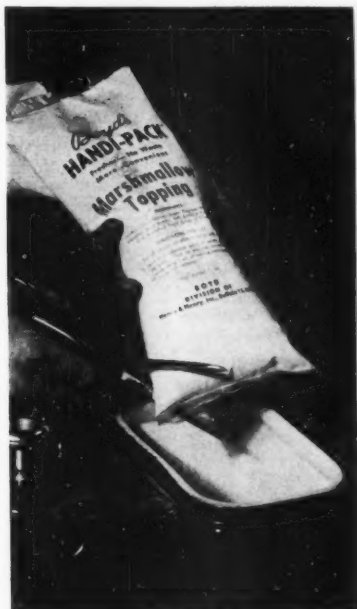
bag-making, filling and sealing operations in a single machine of the type now being used for lard and other products.* After sealing, the bags are packed six to a box and four boxes to a corrugated case for shipment.

Over two years of intensive research have gone into the perfection of this radically new package, the company states. Polyethylene was chosen as the material because of its strength and durability, its compatibility with the product, its adaptability to fool-proof hermetic sealing and partly because of the "friendly feeling" of the soft film and the attractive picture which the creamy topping presents through it.

The wisdom of this choice is evidenced by the fact that the company has not had a single case of package failure reported in the more than six months that the Handi-Pack has been on the market.

CREDITS: Printed polyethylene bags, Shellmar Products Corp., Mt. Vernon, Ohio. Heat sealer, Doughboy Industries, Inc., New Richmond, Wis. Set-up boxes, Thoma Paper Box Co., Buffalo, N. Y.

* See MODERN PACKAGING, "Lard in Cellophane," May, 1950, p. 195, and "Automatically in Cellophane," April, 1950, p. 126.



POUCH IS OPENED by snipping a corner as it is held over the fountain well. No intermediate mixing is required.



TWIST AND SQUEEZE empties the topping cleanly into the fountain. None is wasted in can, ladle or mixing bowl.



EACH SERVING is of uniform consistency and flavor. Each bag, plus water, provides fountain refill.



UNMISTAKABLY IDENTIFIED by printed labels and identification disks, wheels are individually heat sealed in transparent wax-laminated glassine having rubber-derivative lacquer coating. Labels are visible through transparent package.

Sealed-in cutting life

OLD PROBLEM OF MOISTURE DETERIORATION IN ABRASIVE CUT-OFF WHEELS

IS LICKED BY GLASSINE WITH A RUBBER-DERIVATIVE COATING

Factory-sealed packages for cut-off wheels, just adopted by a leading manufacturer of this item, reflect the growing interest in improved packaging of industrial products. Under the new packaging program set up by Chicago Wheel & Mfg. Co., the shelf life of the wheels has been greatly extended through effective protection against moisture absorption. At the same time, sales appeal has been enhanced and accurate identification facilitated.

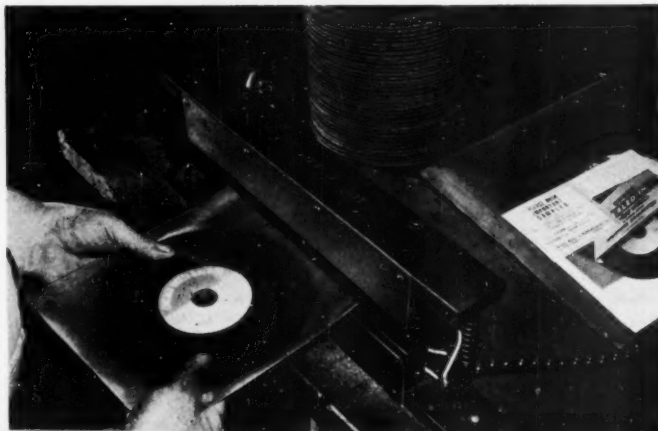
Moisture has long been recognized as one of the greatest enemies of cut-off wheels. These wafer-thin disks (some are only 0.010 in. thick), which consist of abrasive materials bonded together with a resinoid-type adhesive, tend to deteriorate in shipment and storage because of their hygroscopicity, resulting in reduced service life. Although many producers of cutting wheels and grinding wheels have admitted the seriousness of the problem, Chicago Wheel & Mfg. Co. is among the first to seek a solution to the prob-

lem through improved packaging.

Cutting wheels manufactured by this firm are made in diameters from 6 to 14 in., and in many different grades to meet miscellaneous service requirements. Some 10,000 such grades are said to be theoretically pos-

sible. The primary identification on each disk is in the form of a circular label, similar to that used on a phonograph record. Company identification is, of course, printed on these labels, but because of the numerous grades which must be covered on different

BAR SEALER, which is foot operated, makes a simple fin seal on three sides of the envelope package at the Chicago Wheel & Mfg. Co.



orders, the specific identification is applied by rubber stamp.

The cut-off wheels are sold primarily through mill-supply houses, although some orders are shipped directly to end users. Prior to adoption of the new packaging program, Chicago Wheel & Mfg. Co. bulk packed the wheels in corrugated shipping containers, surrounded by sawdust to protect them against breakage. Some of the wheels so packed were first placed in kraft envelopes.

The new packaging program utilizes a sealed pack of rubber-derivative-lacquer-coated wax-laminated glassine—a new protective material with interesting possibilities—for each wheel, with an inner label which calls attention to the protective features of the new method. The inner label, which carries the manufacturer's name, is folded around two sides of the smaller cut-off wheels for additional protection. The specific designation of each wheel is still stamped on the circular primary label.

To prove conclusively the need for moistureproof packaging of cut-off wheels, tests were conducted on two sample wheels (one a coarse grade and the other a fine grade) broken into pieces 2 in. square and then oven dried for 2 hrs. at 100 deg. C. Half the samples were enclosed in the new envelopes and placed alongside uncovered samples in atmospheres of 50% and 90% relative humidity. After two weeks at 50% relative humidity, the moisture pick-up for the coarse-grade samples decreased 29% and the fine-grade samples decreased 17% through the use of the new container. Samples maintained for a month at 90% relative humidity showed that moisture pick-up decreased 38% on the coarse grade and 60% on the fine, due to the package.

Chicago Wheel & Mfg. Co. is using six sizes of the sealed wraps. The heat-sealing, specially coated glassine material, supplied to the manufacturer in the form of pre-cut sheets, is folded around the wheels and sealed on three sides by means of a bar-type heat sealer with foot-pedal control. The sealed edges form a flange, or fin, slightly less than 1 in. wide, which provides an effective cushion against accidental drops or other damage. The seal is made close to the margin of each wheel, yet sufficient room is allowed so that the abrasive edge of the cut-off wheel will not tend to cut the paper.

The coated, laminated glassine has a sufficient degree of transparency to permit the identification disk and the supplementary printed label to be read easily. The sealed pack not only protects the cut-off wheel against the destructive effects of moisture, but also insures that the coded disk cannot be lost should it become separated from the wheel. In their new sealed wrappers, the wheels may be conveniently stocked by mill suppliers and orders accurately filled without disturbing the protection of the packages. Users may also store the wheels as long as neces-

sary, then tear the wrapper open, confident that each wheel is ready to deliver maximum service.

Following the individual packaging operation, the wheels are packed in corrugated shipping containers for delivery to mill suppliers. No additional inner packing is now required.

The new packages have proved so effective that Chicago Wheel & Mfg. Co. is considering the use of the same type of material for steel cutters. One experimental pack for the cutters includes several of the items, with the material so sealed as to place each unit in its own isolated chamber. It is believed that the coated, laminated glassine material, which combines unusual protective features with good transparency and relatively low cost, may find use in packaging various other industrial items where moisture during shipment and storage has been a problem.

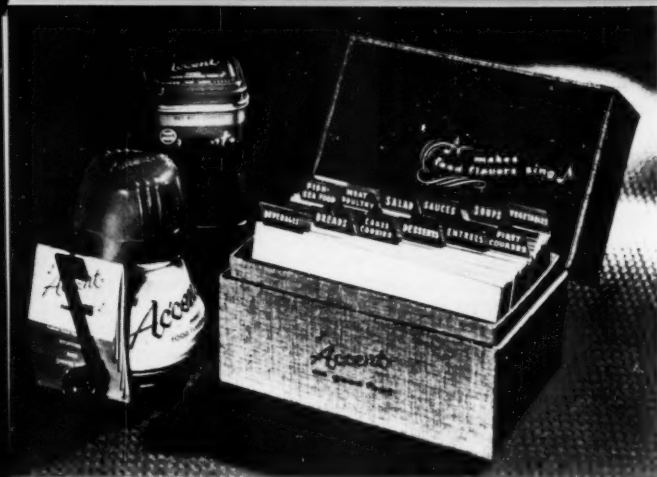
CREDITS: GHS rubber-derivative-lacquer-coated glassine, Rhinelander Paper Co., Rhinelander, Wis. Disk-type wheel labels, F. K. Williams Co., Springfield, Mass. Shipping containers, National Box & Specialty Co., Sheboygan, Wis. Bar-type heat sealer, Miller Wrapping & Sealing Machine Co., Chicago.



READY TO USE, a clean, dry cut-off wheel, protected against moisture, is slipped from its protective envelope by machinist.



FOR SHIPMENT, sealed wheels are simply loaded in corrugated containers. Thanks to cushioning effect of glassine fin seals, no inner packing material is required. Formerly, wheels were bulk packed in sawdust.



PACKAGES, which are also sold separately, provide for either shaker application or spoon measuring. Note the plastic spoon in shape of musical note attached to jar. Recipe-file box is shown at right.



CONTENTS of the recipe-file box include a complete set of recipe-file dividers and two standard 4-oz. packages of Ac'cent—the shaker-top glass jar and the metal refill canister.



ATTRACTIVE finish of the recipe-file box makes it an excellent vehicle for introduction of this new flavoring salt—a gift item with year-around appeal.

Ac'cent

International's Amino Products Div. pioneered the transformation of MSG from a laboratory curiosity into a commercially available product with important market potentials in the institutional field. But until this company placed Ac'cent on the market in handy containers, pure MSG had never been packaged for home use. So successful have been the results of the consumer-sales program that International recently announced the consolidation of bulk and package sales for the product. J. R. T. Bishop, vice president, stated that direct consumer sales were "increasingly encouraging" and that these sales were stimulating wide interest among processors as well as among hotels, restaurants and institutions.

Shaker-top packages

Recognizing the importance of getting housewives acquainted with the product, International packages Ac'cent in attractive red-and-silver tins and jars. The most important consumer package is a 4-oz. glass jar with a red plastic shaker top and protective cover, to which is attached a red plastic measuring spoon shaped like a musical note. This unique quarter-teaspoon measure ties in with one of Ac'cent's advertising themes ("Makes food flavors sing!") and is useful in measuring small quantities of the product in cooking. Attached to the shaker bottle is a small, conveniently indexed recipe folder.

Ac'cent is also available in a 1-oz. shaker-top tin, a 4-oz. canister and a 1/2-lb. can for economy refill for the permanent glass shaker. These distinctive red-and-silver containers are normally found in grocery-store condiment sections or in special display sections.

The company has also brought out a "Tom Thumb" shaker for promotional purposes; when Ac'cent made its maiden voyage last October on United Air Lines' Honolulu-bound luxury airliners, individual trays offered to passengers included the miniature shakers. They have proved to be excellent "conversation pieces." The "third shaker" drive, which has resulted in regular use of the Ac'cent table shaker by such well known eating places as

In its intensive campaign to win a permanent place for Ac'cent monosodium glutamate alongside the traditional salt and pepper shakers, the Amino Products Div., International Minerals & Chemical Corp., has found smart, functional packaging a valuable tool.

The problem which was faced by this organization—creating and sustaining consumer interest in a new and unfamiliar product—frequently confronts other companies. Too many, however, fail to take full advantage of imaginative packaging in their effort to sustain sales momentum after the initial publicity build-up has lost its force.

Monosodium glutamate is actually a flavor intensifier rather than a seasoning. Discovered in the Orient many years ago, its seemingly magical ability to bring out hidden food flavors was long held a closely guarded secret by Chinese and Japanese chefs. Later the product was imported to the U. S., but used only by a few select restaurateurs.

Pure MSG, as it is produced by International and several other companies, comes in the form of tiny white crystals, lending itself admirably to use with all basic foods except sweets and certain dairy products. Except for a few chefs and an occasional gourmet, most people in the U. S. were unaware of MSG until about 1934, when the product was first commercially made in this country and began finding its way into certain processed foods.

on sales

A CAMPAIGN FOR 'THE THIRD SHAKER' ILLUSTRATES THE

TECHNIQUE OF USING A SERIES OF PACKAGE INNOVATIONS TO SUSTAIN

CONSUMER INTEREST IN THE PRODUCT

Chicago's famous Pump Room, has now reached the kitchen front in earnest.

Recipe-file gift box

About the first of this year, International launched another packaging idea which opened up new market opportunities for Ac'cent. This was in the form of a year-around gift package, consisting of a hinge-cover set-up box in red and grey linen finish, containing a 4-oz. shaker-top jar of Ac'cent, a 4-oz. refill canister and dividers for 12 recipe classifications. Designed to hold standard 3-by-5-in. file cards, the box has a waterproof, washable cover and serves as a durable, attractive recipe-file container. It is non-commercial in appearance, carrying the product name unobtrusively on lid and front panel. This gift package, particularly suitable for birthdays, showers, bridge parties and similar occasions, sells for approximately \$2 at quality food stores.

Counter display cartons

The retailer has by no means been overlooked in the campaign to establish Ac'cent as a standard item in U. S. kitchens. Newly designed counter-display cartons, planned to move the product off grocery shelves with little or no selling effort, represent an important development by the company in this direction.

Another new phase of retail-sales stimulation is in the form of a series of two-week tests in the meat departments of West Coast chain stores. In this effort, meat departments are supplied with waxed paper "slap" sheets printed with the Ac'cent display message in all-over design and sealed cellophane packets of the product containing $\frac{3}{4}$ teaspoon of Ac'cent—enough to flavor 1 lb. of meat.

The slap sheets were used by butchers in wrapping all meat purchases during the test period and the sample packets were enclosed in each pack-

age. A tab on each packet described the product, provided brief instructions for use and explained that it was available in 2- and 4-oz. packages. According to Don Swanson, advertising manager of the Amino Products Div., similar promotions may be planned for supermarkets in Chicago, Cleveland, Cincinnati and other cities in which Ac'cent has wide distribution.

CREDITS: Lithographed metal canisters, J. L. Clark Mfg. Co., Rockford, Ill. Display cartons, Container Corp. of America, Chicago. Glass jars, Owens-Illinois Glass Co., Toledo. Cellulose acetate (Tennessee Eastman's Tenite I) shaker caps and polystyrene (Dow's Styron) "musical note" measuring spoon, Federal Tool Corp., Chicago. Recipe gift box, Apex Paper Box Corp., Chicago. Waxed paper slap sheets, Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich. Cellophane sample packets, Packaging Service, Chicago.



COUNTER CARTON marks new effort to win strategic display space in food stores. This one contains the new 1-oz. shaker can; similar cartons are used for 4-oz. metal and glass packages. Note effective tie-up of musical-note trademark with the slogan: "Makes food flavors sing!"



UNUSUAL SAMPLING PROGRAM now being tested in West provides chain-store butchers with advertising flyer in the form of a printed waxed paper "slap" sheet, together with a $\frac{3}{4}$ -oz. cellophane-packet sample of Ac'cent—just enough to flavor a pound of meat. Thus the store is persuaded to stock the product and the customer persuaded to try it.



With the advent of the outdoor summer season, The Washburn Co. promotes impulse sale of related items in its line of stainless steel Androck outdoor-cooking equipment in this billboard type of counter display box. The box is a one-piece, die-cut unit with scored top. A one-piece, die-cut corrugated insert forms compartments for each of different cooking utensils. Display, The Hinde & Dauch Paper Co., Sandusky, Ohio.

Hiram Walter & Sons, Inc., introduces its intriguing little character, Johnny Ginguin, with this dramatic third-dimensional merchandiser made of polystyrene foam which is part of its 1950 Summer Gin Program. Here Johnny is oggling an actual bottle of gin and a realistic Tom Collins. Display, Frank Paper Products Corp., Detroit, using Dow Styrofoam.



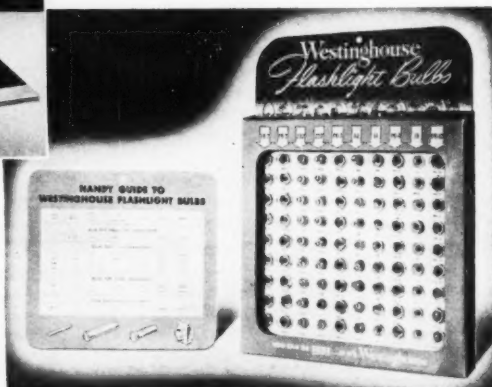
Men's "Hank Chief" handkerchiefs, made by Lehigh Handkerchief Co., Inc., are dramatically presented in this transparent acrylic self-service merchandiser. Six compartments display printed-cellophane-bagged and paper-banded handkerchiefs in units of 4, 5, 6 and 8. Display fabricated by Pat Plastics, Long Island City, N. Y., using DuPont Lucite. Bags, Shellmar Products Corp., Mt. Vernon, Ohio. Bands, Wilbo Stationery & Printing Co., New York.

DISPLAY



Ingenuity of design to achieve an effective yet inexpensive counter sales aid is exemplified by this display for T-X, a remedy for athlete's foot. Four cartons fit into the display, which is shipped flat. Both cartons and display are printed in two-color gloss inks and take full advantage of the clay-coated boxboard to produce a three-color effect. Display and cartons, American Coating Mills, Div. of Owens-Illinois Glass Co., Toledo, Ohio.

Photographers as well as salesmen will welcome this new Westinghouse counter or wall merchandiser that neatly displays for easy selection 100 flashlight bulbs—said to represent 95% of flashlight-type demand—on a 10-by-12-in. cardboard. Each bulb is identified by number. A handy flashlight-bulb chart accompanies the merchandiser, serving as a quick reference guide in determining the kind of bulb needed for specific jobs. Display and guide, The Bradley & Gilbert Co., Louisville, Ky.





Henry Disston & Sons, Inc., bring their compass saws up front in the hardware store with this eye-catching paper-board display that features a smiling trade character dressed in overalls. The display, which is shipped flat to the retailer, opens to hold two No. 20 12-in. plastic-handled saws that fit into die-cut openings. Display, Adcolor Display Co., Philadelphia.

Romanoff Caviar, a delicacy for the gourmet, is presented in this jewel-like setting for pilferproof counter display. Three jars of the caviar—1-oz., 2-oz. and 4-oz. sizes—lock into circular openings in the bowed plastic front piece which fits into the varnished wood base and back piece. Product name and the legend "The hit of the party—the perfect gift" are hand lettered on the wood. Display, Vargish & Co., New York, using Rohm & Haas Plexiglas.



GALLERY



Barber shops are likely to favor this personalized Jervis Hair Tonic display for use in their limited window space. It comes complete with perforated sheets of gummed-back letters sufficient to spell out almost any name. The barber pastes the letters of his shop name between two lightly ruled lines above the words, "Barber Shop—Expert Sanitary Service." Display, Einson-Free-man Co., Inc., Long Island City, N. Y.

Simplicity and dignity characterize this illuminated acrylic display for Beatrice Foods Co.'s Meadow Gold ice cream. The company's cartouche trademark—so familiar on its packages—is silk screened in red, yellow and white on the underside of the flat surface of the plastic material. The composition board frame, which is bound by extruded aluminum molding, acts as a shield for the reflector parts enclosed behind the display. Display, Kay, Inc., New York, using Rohm & Haas Plexiglas.



The figure of Aunt Jemima on an actual package of pancake flour which rests on this display piece becomes part of the counter display stand itself. This full-color lithographed paper-board display gives a third-dimensional effect of a tray, with its mouth-watering breakfast of golden pancakes, with butter, syrup and steaming hot coffee being held by Aunt Jemima herself. Display, Consolidated Lithographing Corp., Brooklyn.



SUCCESS OF WINDOW CARTON for butterscotch candies, which consistently outsold the transparent bag three or four to one, led to the adoption of a similar package for Ocean Breeze Mints and for Fruit Bowl clear crystals.

Candy window

CAREW & POWERS' NEW PACKAGE COMBINES PORTHOLE VISIBILITY WITH CARTON

DISPLAY AREA—AND CUSTOMERS SEEM TO LIKE IT

That a properly designed window carton may, in some cases, have greater sales impact than a completely transparent package is indicated by the experience of Carew & Powers Co., Boston candy firm. Cartons, artfully designed to draw the eye to a window view of the product, permit a stronger, poster-like presentation of the "Powers" brand name and product name, and have been found to outsell the cellophane bags which they have gradually replaced.

In 1949 Carew & Powers was marketing a butterscotch confection made with 93-score butter. Called simply "Butterscotch Candies," the pieces were individually twist-wrapped in cellophane and packed in cellophane bags holding 8 oz. of the product. The bags bore a printed plaid design across the top and bottom, with the word "Candies" also in plaid letters. Company identification appeared in a rectangular box at the lower right corner of the bag, with listing of ingredients and other descriptive data printed against the transparent panel in the front.

About the middle of the year, the company launched an investigation

to see whether sales might be stimulated by a new packaging approach. Introduced as a supplement to the cellophane package was a reverse-tuck folding carton with a cellophane window on the upper panel, which also carried all product and company identification. Surface design of this panel featured a symbolic illustration of the "Scotch Butters," as they were rechristened, flowing from a block of golden, 93-score butter. Primary company identification on the face of the package was the word "Powers" in plaid letters. All other faces of the carton were covered with a continuous red, blue and yellow plaid design. Like the transparent bag, the new carton contained 8 oz. of candy.

The two packages were sold at retail competitively in order to test their effectiveness. Despite an initial price handicap of 4 cents, the window cartons promptly began to outsell the bag by a ratio of three or four to one, which was steadily maintained throughout the test. As a result of this experiment, the manufacturer in February switched over entirely to the carton, reducing the price to the same level at which the bag had sold.

As an interesting related development, Carew & Powers Co., in its current drive to build up a year-around selling program for its line of hard candies, has adopted similar cartons, with die-cut cellophane windows of different shape, for two other products—Ocean Breeze Mints and Fruit Bowl clear crystals. These boxes have their own specially designed display panels, but use the same plates for the over-all plaid design which are employed for Scotch Butters. The boxes carry red, green and yellow on the Fruit Bowl carton and light blue and red on the mints, giving all three packages distinct color identity while maintaining an unmistakable family relationship.

No sweeping conclusions should be drawn from this experience. There are many instances of outstanding success with candies in printed transparent bags. But in the case of Carew & Powers the carton apparently had the effect of upgrading the product, dramatizing its presentation and emphasizing an established brand name.

CREDIT: Folding window cartons, Container Corp. of America, Chicago.

July 1950

Modern packaging



SPECIAL WESTERN STATES SECTION

Container and packaging producers and users on the West Coast look for a continued high level of activity through 1950.

Business got off to a flying start on the West Coast during the first quarter of 1950. As a result, practically all producers of containers and packaging materials operated at higher levels than during the same period of 1949. In addition to this, all of the basic indicators of general economic activity have pointed to a continuing high volume of business during the balance of 1950 at both industrial and retail levels.

Take, for example, such long-term growth factors as the increasing national population. The total population of the continental United States increased in 1949 to slightly over 149.2 million persons, or 13.3% more than the 131.7 million persons of 1940. The West Coast during this same period experienced a phenomenal 52.4% increase in population from 9.8 million in 1940 to almost 15 million by 1949. As of March 1, 1950, the national population had risen to 150,998,000 persons and if the past 10-year trend is continued, the West Coast will receive an increasing proportion of this total.

Our economy is becoming increasingly dependent upon packages, whether they be of tin, steel, wood, paper, plastic or textiles. Packaging—if the relative population increases are any indication—is a definite growth industry and particularly so on the West Coast.

* Containers Section, General Products Division, Office of Industry and Commerce, Department of Commerce, Washington, D. C.

EXPANSION of Western package production is typified by this huge new board mill of Fibreboard Products, Inc., at Antioch, Calif. With a capacity of 250 tons of board daily, this—the company's 15th Pacific Coast plant—is the first mill to make paperboard corrugating materials from 100% coniferous wood, consisting mainly of waste products.



The West still grows

Another indicator, on which regional data are available for comparison and which denotes a reason for an increasing packaging volume particularly on the West Coast, is found in the index of department-store sales compiled by the Federal Reserve Board. The national department-store sales (based on the 1935-39 average) rose from an index of 114 in 1940 to 285 in 1949. Department-store sales in the West Coast district during this same period rose from an index of 119 in 1940 to 332 in 1949.

Other basic economic data, such as gross national product (the market value of the nation's output of goods and services), industrial production and business activity, disposable personal income, etc., while not presently available on a regional basis, are available on a national basis and their high levels further emphasize the reasons why container and packaging producers, not only on the West Coast but throughout the country, look for a continued high volume of business through the balance of 1950.

Gross national product during the first quarter of 1950 was at an annual rate of \$258 billion, compared, for example, to \$91.3 billion in 1939. The monthly average of production for February, 1950, of manufactured food products was 62% above the

1935-39 seasonally adjusted monthly average. The monthly average for all non-durable manufactured-goods production during February, 1950, was 79% greater than the 1935-39 seasonally adjusted monthly averages. Disposable personal income during the first quarter of 1950 was at an annual rate of 199.6 billion dollars, as compared with 70.2 billion dollars for 1939.

Assuming the West Coast is getting the same, or nearly the same, proportionate rate of increase on the foregoing and other similar items that it is getting in population growth, then container and packaging producers in the Western States area have no reason to doubt that they are in a growth industry.

Neither can the container industry on the West Coast any longer be said to be geared only, or principally, to the needs of Western agriculture. Under the type of expanding regional economy that it has been going through, it has of necessity now become geared to the manufacture of almost all types of products, industrial as well as agricultural. No region or industry of the country has in the last decade experienced the plant expansion that has occurred on the West Coast in the container and packaging field. It has, apparently, not yet stopped, although some industry representatives feel that new construction will be largely dictated by sales, freight differentials and the shifting of production emphasis between plants rather than for added capacity.

A specific example of the recent expansion of container facilities on the West Coast is the new Antioch plant of the San Joaquin Division of Fibreboard Products, Inc. Fifteenth plant in this company's Pacific Coast network, it will increase by one-third the paperboard capacity of the country's third largest producer and converter of paperboard packaging materials and is only a part of this company's 10-year, \$50-million plant-betterment program.

Such postwar plant expansions in the paper and paperboard container field, however, are too numerous to

CONTINUED POPULATION GAINS, FAR IN EXCESS OF THE NATIONAL RATE,

INSURE A BRIGHT FUTURE FOR PACKAGING. By Charles A. Lewis*

mention and the statistics giving the rate of growth of paper in West Coast packaging are interesting reading rather than a gauge or a yardstick for tomorrow's potential. Almost every product sold in the retail grocery, drug, shoe, apparel and hardware store is either carried, or could be carried, at some stage of its journey from the manufacturer to the consumer in a paper or paperboard container. So long as the consumer disposable income remains high and retail merchants prosper, producers of paper and paperboard containers should face no dearth of business.

The collapsible-tube industry is still classed as an infant on the West Coast, yet within two years its initial production capacity has been greatly enlarged and further expansion is now going on. Glass-container production capacity on the Coast has increased over 100% since before the war; several new plants have been opened during the past four years, the most recent addition of which is a push-button-controlled, 800-ton "batch" plant. The increasing demand for canned beer has helped stimulate the expansion of facilities for manufacturing metal cans, among which are the new can lines of the Pacific Can Co. California packers have estimated that upward of 30% of all the metal cans now produced in the United States are consumed in this area.

The wooden-box requirements of the Pacific Coast States are colossal. Upwards of 800-million board feet of the annual production are used as shooks for field crates and shipping boxes. The utilization of this huge supply is made possible principally through the marketing operations of the West Coast's fruit and vegetable industry.

A detailed report of the current packaging outlook among West Coast producers is given in the following digest of container trends and conditions as reported to local United States Commerce Department field offices and released in the summer issue of the Department's *Containers and Packaging Industry Report*:

Steel drum and pail plants on the West Coast are doing almost exactly the same volume of business as last year. Production of new drums for foods and oil is the only weak spot. On the other hand, increased use of reconditioned drums by oil companies and food-drum users is keeping reconditioning plants busy. Some reconditioners are expanding and installing additional machinery. Established drum manufacturers, however, are not content to wait for users to wear out their drums. In the new-drum field exhaustive tests are presently being made on a new design of a reinforced and strengthened 20-gauge drum that can be priced to attract additional oil- and food-drum business. One producer is introducing lithographed drums this year. The pail business is excellent and continues to offset losses in drum volume. Pail lines have been operating at capacity. Prices are stable.

Sanitary can producers estimate this year's output will be equal to or a little above last year, with first-quarter output far ahead of production a year ago. Labor conditions are good and prices are stable. *Beer can* sales have been stimulated by price reductions not only in cans, but also through use of 175-lb.-test cartons instead of the 200-lb.-test previously furnished. Peach-marketing agreements are expected to reduce the total containers used on "clings" this year. It is felt, however, that the increased spinach pack is the forerunner of added can use in packs of apricots, freestone peaches, tomatoes and other seasonal items which will more than offset any losses in the "cling" pack. The increased demand for 4- and 6-oz. tins for frozen citrus juices will assist West Coast volume this year. These same-sized tins are being used for experimental packs of other fruit concentrates; i.e., grape juice, berry concentrates and some vegetable juices. If the demand for tinned food containers continues at comparable high levels through the entire year 1950, it will exceed any previous year of can production in the area.

Glass container producers report that present sale patterns vary from normal to excellent, dependent upon the particular locality. Most orders now booked are larger and represent about a 15% increase over the same date last year. Plants are now heading toward peak production and are already operating at about 80% of capacity. One plant which was closed down in the slow period of 1948-49 was re-opened last week. A new plant, opened last year, has added two more feeders. Prices are firm, with catchup-bottle prices somewhat lower. One packer states, "We are moving into the best catchup season we have ever had, at the lowest glass price in years." Recent firming of bulk-wine prices strikes an optimistic note for both West Coast vintners and bottle manufacturers. The glass-container industry, from various expressions obtained, is doing everything in its power to press its price advantage wherever possible.

The competition between glass containers and other types is proceeding actively. In connection with beer containers, the competition is extremely keen in 12-oz. containers. One-way bottles have made considerable progress in this field at the expense of returnable bottles, but both are experiencing stiff competition from cans. Introduction of a ruby-red, non-returnable beer bottle may improve the competitive position of the beer-bottle producers, as it makes it easier for both consumer and store-keeper to sort non-returnable from returnable bottles. In the 32-oz. container field, one-way bottles are making substantial progress; so much so that the container deposits on 32-oz. returnable beer bottles have been considerably reduced. Most of the Eastern breweries shipping into the area are shipping the 32-oz. economy package in non-returnable containers. The Western breweries, however, keenly aware of their price advantage, are proceeding cautiously on the non-returnable 32-oz. package. This, of course, means that the majority of 32-oz. non-returnable beer bottles (This article continued on page 144)

Western Show—1950

THIRD ANNUAL PACKAGING EXPOSITION IS BROADENED TO INCLUDE
MATERIALS HANDLING; CONFERENCE WILL DRAW WIDE ATTENDANCE

Plans for the third Western Packaging and Materials Handling Exposition, to be held in the Civic Auditorium, San Francisco, Aug. 16 to 18, were virtually complete as this issue went to press. Show officials predicted that the exposition would draw an attendance of business and industrial executives from an unprecedentedly wide geographical and product range.

The products of more than 100 companies will be presented in the exposition. The packaging division will include machinery, equipment, materials, supplies and services for packing and shipping as well as unit packaging; emphasis will be placed on both protective and merchandising functions. The show's materials-handling division will present a broad range of machines and equipment, including fork and lift trucks, hand trucks, pallets, hoists, conveyors, metal strapping and marking devices.

As in the two previous years, a Conference on Packaging and Materials Handling will be held concurrently with the exposition. Conference sessions will be held under the same roof with the exposition, in Larkin Hall of the Civic Auditorium. Sessions will be held on Wednesday and Thursday, Aug. 16 and 17, during both mornings and afternoons. No sessions will be held on Friday, Aug. 18, although the exposition will continue through that day. The program chairman is Dr. William Rabak of the Western Regional Research Laboratories, Dept. of Agriculture, Albany, Calif.

"Quality Protection" is the announced theme of the conference sessions. In their addresses, outstanding Western experts will present techniques and methods—with emphasis on "case history" presentation—for solving packaging problems.

Members of the Conference Council, responsible for development of the program, are Richard L. Barnhouse, merchandising director, Golden State Co., Ltd., San Francisco; R. M. Hagen, president and general man-

ager, California Consumers Corp., Los Angeles; Frank H. Albers, Jr., production manager, Carnation Albers Co., Oakland; M. A. Giannini, Blum's, San Francisco; A. V. Schlotzhauer, superintendent of production, Beech-Nut Packing Co.; Vance Sumner, superintendent of operations, California Almond Growers Exchange, Sacramento; W. E. Baier, manager of research, California Fruit Growers Exchange, Ontario, Calif.; Dr. H. C. Diehl, director and secretary, Refrigeration Research Foundation, Berkeley, Calif.; William H. Jaenicke, president, Mailer Searles, Inc., San Francisco; Theodore J. Nelson, packaging engineer, C & H Sugar Corp., Ltd., San Francisco; Dr. Rabak; E. J. Heimer, vice president, Clapp & Poliak, Inc., San Francisco, and Kenneth K. Dean, publisher, *Good Packaging*, San Francisco.

The exposition, third of its kind to be held in San Francisco, is managed by the firm of Clapp & Poliak, which also manages the A.M.A.'s National Packaging Exposition.

Presentation of the exposition for the third consecutive year in San Francisco was based on a poll taken among exhibitors on conclusion of the second show a year ago. Show officials expressed the opinion that the preponderance of exhibitor and visitor sentiment would in all probability result in the next show's being held in Los Angeles, probably in the late summer or early fall of 1952.

A comparative analysis of attendance at the two expositions previously held, approximately 6,000 each, indicates that the show is tending to reach a wider geographical audience. These statistics disclose that at the first show, held in August of 1948, 82% of the total attendance was drawn from San Francisco and the Bay area, with only 18% coming from the rest of the State of California and other states in the Far West. In the 1949 show, attendance from San Francisco and the Bay area accounted for only 68.8% of the total. Concurrently, the 1948 figure of 14% of the

total attendance from California cities other than the San Francisco area rose in the 1949 show to 26.4%; the 1948 figure of 4% for all other states and foreign countries climbed in 1949 to 4.8% of the total attendance.

The same analysis indicates a higher executive level of attendance at the exposition. In the first show, held in 1948, top-management representation (owners, partners, presidents, vice presidents, treasurers, general managers, etc.) accounted for 27.4% of the total attendance. In the 1949 show the identical top managerial classification recorded 34.7%.

To facilitate the securing of hotel reservations for out-of-town visitors, the exposition management has established a housing bureau in San Francisco, in cooperation with the San Francisco Convention and Tourist Bureau. The bureau's offices are located in Room 200, Civic Auditorium. The telephone number is Market 1-0652. The bureau makes no charge for its services. Inasmuch as San Francisco hotels have guaranteed the availability of hotel accommodations for the show, visitors should make reference to the Western Packaging and Materials Handling Exposition when communicating with the bureau.

The exposition is not open to the general public. It is open, by registration, to all industrial and business executives, as well as Government and military executives, whose interests are in packaging, packing and materials handling. There is no registration fee for admittance to the exposition only. For admittance to the conference sessions, there will be a registration fee of \$4 per person, which will admit the registrant to all conference sessions. Badges assigned to conference registrants will admit holders to the exposition without further registration.

Hours of the exposition are Wednesday, Aug. 16, 1 p.m. to 8 p.m.; Thursday, Aug. 17, 1 p.m. to 10 p.m.; Friday, Aug. 18, 1 p.m. to 5 p.m.

The following two pages show the floor plan and locations of exhibitors' booths and the conference program.

Names and locations of exhibitors

Acme Steel Co..... 518
 Adams, R. D., Co..... 601
 American Machinery Co..... 710
 Ames, Harris, Neville Co..... 504
 Amsco Packaging Machinery, Inc. 609
 Andre Paper Box Co..... 408
 Arabol Mfg. Co..... 505
 Automatic Web Guide Co..... 601-A
 Avery Adhesive Label Corp..... 809

Baker Raulang Co..... 801, 802, 803
 Better Packages, Inc..... 720
 Binger Siegrist Machinery Mfg. Co... 707
 Bowley, Peter D., & Associates... 406
 Buehrer, E. C., Associates..... 719
 Butts, Edward, Sales..... 607-B

Cellotape Printers..... 503
 Chaffee, Ralph, & Co..... 401-A
 Container Corp. of America..... 610
 Continental Can Co..... 706

Darnell Caster Co..... 801, 802, 803
 Davidson, David, Displays Co.... 722
 Denton Corp..... 404-B
 Derby Sealers, Inc..... 701
 Dolliver & Bros..... 506
 Dow Chemical Co..... 811, 812, 813
 Dri-Flo Mfg. Co..... 516

Ebert, Ray T., Co..... 715
 Economic Machinery Co..... 702
 Elder & Co..... 801, 802, 803
 Exact Weight Scale Co..... 501

Fairbairn Tape & Label Co..... 508
 Felins Tying Machine Co..... 405
 Flintkote Co., Pioneer Div..... 713
 Food Machinery & Chemical Corp. 604

Globe Co..... 810-A
 Good Packaging..... 517
 Goodyear Tire & Rubber Co., Inc. 603

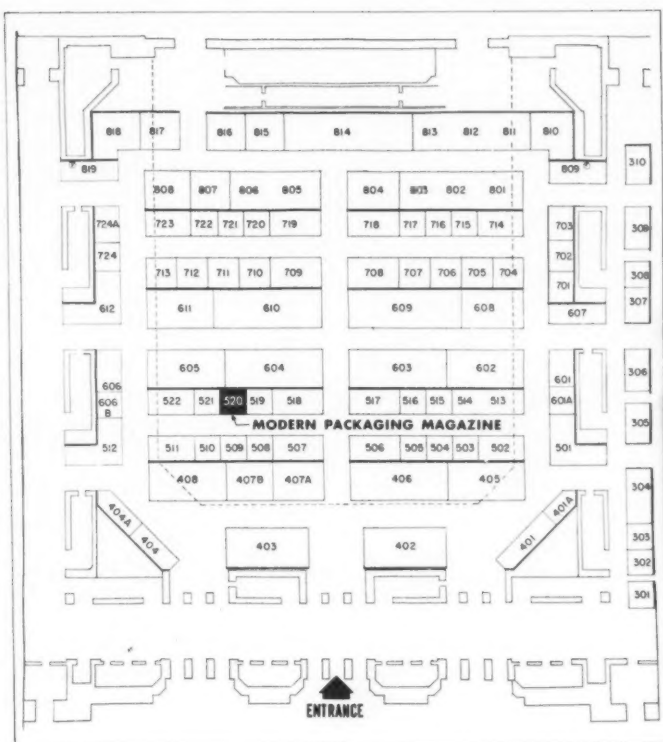
Hamerslag Equipment Co..... 601
 Hyster Co..... 521, 522, 605

I. D. Co., Fancy Container Div... 515
 International Staple & Machine Co. 512
 Island Equipment Corp..... 403

Jorgenson Co..... 804
 Kimberly-Clark Corp..... 611

King & Anderson..... 401-B
 King Sales & Engineering Co.... 402

Mailler Searles, Inc..... 814
 Mantes, T. R., Co..... 501
 Marathon Corp..... 714
 Mattson Navigation Co..... 606-B



CIVIC AUDITORIUM, SAN FRANCISCO, AUG. 16-18, 1950

McCoy Label Co., Inc..... 607-A
 Miller Wrapping & Sealing Co.... 609
 Minnesota Mining & Mfg. Co.... 608
 Mobilift Corp..... 704
 Modern Containers, Inc..... 717
 MODERN PACKAGING..... 520
 Moto-Truc Co..... 801, 802, 803
 Nashua Gummed & Coated Paper Co..... 509, 510
 Nashua Package Sealing Co., Inc. 509, 510
 Nasko Machinery Corp..... 612
 National Adhesives..... 511
 New Jersey Machine Corp..... 407-B
 O'Donnell, P. F., Co..... 723
 Pacific Coast Foil Co..... 804
 Pacific Steel Fiber Drums, Inc..... 513
 Packaging Systems..... 512-A
 Parker, Allan W., Co..... 724-A
 Perin, Ira G., Co..... 805

Printed Cellophane Tape Co.... 715
 Rapids-Standard Co., Inc..... 407-A
 Reynolds Metals Co..... 708
 Roto-Fill, Inc..... 703
 Schnier, I. F., Co..... 711
 Scholler Mfg. Co..... 724
 Sherman Paper Products Corp. of California..... 507
 Simplex Packaging Machinery, Inc. 609
 Southern California Plastic Co.... 721
 Stecher-Traung Lithograph Corp. 514
 Steven William, Co..... 716
 Swift & Co..... 606
 Todt, Fred, Co..... 718
 Twombly, C. E., Co..... 519
 Upressit Products Corp..... 404-A
 Wolverine Paper Converting Machinery Corp..... 612
 Wood Conversion Co..... 712

PROGRAM

3rd Annual Conference on Packaging, Packing, Shipping & Materials Handling

WEDNESDAY MORNING—August 16

Session Chairman: H. C. Diehl, Director and Secretary, The Refrigeration Research Foundation, Berkeley, Calif.

- 10:00 PROBLEMS IN AIR TRANSPORTATION**—Dr. Weldon B. Gibson, *Chairman, Industrial Economics Division, Stanford Research Institute, Stanford, Calif.*
- 10:45 1951 PACKAGING FILMS & WRAPPING MATERIALS**—John Delmonte, *Packaging Materials Consultant, Glendale, Calif.*
- 11:30 IMPROVED CONTAINERS & LOADING METHODS FOR PERISHABLE COMMODITIES**—A. M. Fielding, *Superintendent, Trans-Continental Freight Bureau, San Francisco, Calif.*

WEDNESDAY AFTERNOON—August 16

- 2:00 MR. PACKAGING ENGINEER, "HAVE YOU THOUGHT OF WAREHOUSING, TOO?"**—H. J. Nissen, *Terminal Refrigeration Co., Los Angeles, Calif.*
- 3:00 YOU CAN DO BUSINESS WITH THE GOVERNMENT**—Merrill Woodruff, *Business Specialist, Field Service, U. S. Department of Commerce, San Francisco, Calif.*

THURSDAY MORNING—August 17

Session Chairman: W. B. Van Arsdel, Assistant Director, Western Regional Research Laboratories, U. S. Department of Agriculture, Albany, Calif.

- 10:00 DEVELOPING SALES APPEAL WITH PROTECTIVE PACKAGES**—Fred Levy, *President, Blum's Confectionery, San Francisco, Calif.*
- 10:45 PACKAGING A SEASONAL PRODUCT**—G. B. Ridley, *Engineer, California Walnut Growers Assn., Los Angeles, Calif.*
- 11:30 PROTECTIVE PACKAGING WITH MOLTEN THERMOPLASTICS**—Dr. William Rabak, *Western Regional Research Laboratories, U. S. Department of Agriculture, Albany, Calif.*

THURSDAY AFTERNOON—August 17

- 2:00 MATERIALS HANDLING AND THE DIVISIBLE CASE**—E. N. Burnett, *Chief Engineer, Western Division, Gerber Products Co., Oakland, Calif.*
- 3:00 MECHANIZED POWER AND GRAVITY IN MULTIPLE FLOOR OPERATION**—Arnold H. Fox, *Warehouse Manager, F. W. Woolworth Co., San Francisco, Calif.*



Sheffield—first to put tooth-paste in tubes, in 1892—has served packagers for over half a century in producing billions of tubes for—

MEDICINAL ointments—salves—jellies—extracts.

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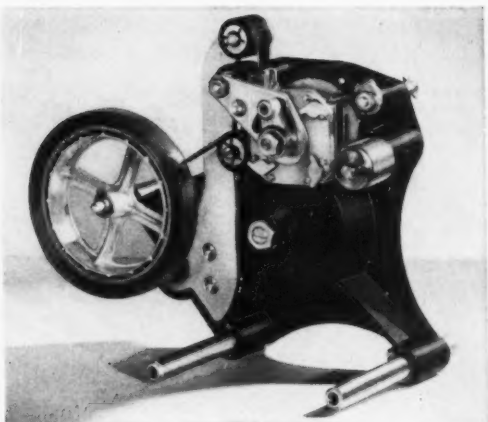
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STRIPS OF COLORED CELLOPHANE TAPE anchor transparent cover in place, add a bright touch to the attractive Old Spice Shaving Soap Mug.



TWO OF THESE Type "M" Box Sealers without the regular housing (see pictures below) formed a packaging team that quadrupled output per worker.

Tape dispenser ups worker output 300%!



Operator merely presses mug against dispenser rollers.



Colored Cellophane tape strips are applied automatically.

"SCOTCH" Pressure-sensitive Tapes plus taping equipment tailored for your product . . . that's the combination that will work packaging wonders for you! Hundreds of manufacturers are making new savings with these up-to-the-minute tapes and machines. For instance, this special mounting of two Type "M" Box Sealers brought Shulton, Inc., Clifton, New Jersey, manufacturers of popular "Old Spice" Shaving Soap, a 75% saving in packaging man-hours!

Whatever your product, it will be simpler and easier to package with attractive easy-to-use tape. Easy to arrange, too. Let one of our experienced Tape Engineers help you determine the right tape (from 118 varieties in our line) and the right dispenser (we'll design it for you, if necessary) to do the best possible job. Address Dept. PA7, Minnesota Mining & Mfg. Co., St. Paul 6, Minn.



Best known, most complete line of pressure-sensitive tapes and dispensers available in the packaging industry.

Made in U. S. A. by **MINNESOTA MINING & MFG. CO.,** St. Paul 6, Minnesota
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"3M" Abrasives, "3M" Adhesives.
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forward to seeing
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WESTERN PACKAGING EXPOSITION

AUGUST 16th through 18
SAN FRANCISCO, CALIFORNIA

**SOUTHERN CALIFORNIA
PLASTIC COMPANY**

1805 FLOWER ST. • GLENDALE • CALIFORNIA





RIBBON-LIKE picture area on front and side panels carries the viewer's eye to large window on back panel. Exposed foil surfaces of the package are held to minimum to preserve legibility under all lighting conditions and to promote a quality impression for the product.

Bonner's bonanza

CALIFORNIA DRIED-FRUIT PACKER SCORES WITH A
NEW CARTON WRAP THAT MAKES THE MOST OF FOIL'S
EYE-APPEAL AND PROTECTION QUALITIES

Discussions of "growing competition" in the dried-fruit market bring only smiles these days in the offices of the Bonner Packing Co., Fresno, Calif. Against a generally hectic sales picture for this key Western industry in recent months, orders to this firm keep pouring in at a rate unprecedented in its 60-year history.

Bonner willingly gives the lion's share of the credit for this upward surge to the design of its luxurious-looking, flavor-protecting new foil packages and to its brokers, who immediately recognized the merits of this new merchandising "family" and enthusiastically introduced it.

"Before you can win new friends for your product," says a Bonner spokesman, "you've got to get that product into their homes where they can judge its quality for themselves. That's what these new packages are doing for us. By broad redesign we've gained the sales appeal necessary for high shelf turnover. And we've won protection which delivers our dried fruit to the consumer as fresh as the day it was packed."

So certain is Bonner of the protective qualities of the new foil carton wrap that it has issued a 90-day guarantee of freshness of contents—something that previously was considered

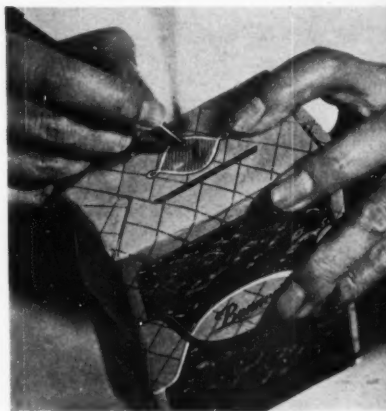
ACTUAL SAMPLE of one of the new Bonner labels shows actual product represented by strikingly realistic color-photo reproductions. Transparent and opaque inks are skillfully combined to bring out the appeal of foil without excessive glitter. Note design credit at lower right.

too dangerous to attempt. In spite of this, the company reports practically no claims for spoilage. Many customers for the first time are handling these dried fruits in the summer months, which was heretofore considered impossible.

How it began

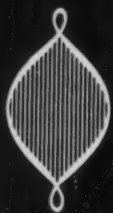
As one of California's oldest packers and processors of dried fruit, the Bonner firm does a large amount of private-brand packing for many well-known U. S. companies. Bonner dried fruits, however, are widely accepted also under their own trade-mark. With the goal of strengthening this acceptance—and with an eye to the then-imminent return of a buyer's market—the company decided on an over-all program of package redesign.

Bonner wanted a new family of packages that could sell themselves. It sought to offer its products in a convenient package size on which a steady year-in, year-out business could be built, as contrasted to the fluctuating price line of bulk dried fruits. Fur-



PRICE SPOT is made a tasteful design element of label, yet draws the grocer's pencil and avoids indiscriminate marking.

MODERN PACKAGING



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Bonner's
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SULPHUR DIOXIDE



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Bonner's

CALIFORNIA DRIED

NEW CARTON WRAP

EYE-APPEAL AND 1

Discussions of "growing competition" in the dried-fruit industry bring only smiles these days at the offices of the Bonner Packing Co., Fresno, Calif. Against a generally hectic sales picture for this key dried-fruit industry in recent months, the company keeps pouring in at an unprecedented rate in its 60-year history.

Bonner willingly gives the lion's share of the credit for this upsurge to the design of its luxuriously looking, flavor-protecting new packages and to its brokers, who immediately recognized the merits of this new merchandising "family" and enthusiastically introduced it.

ther, it wanted a package that would imply by its appearance the quality of Bonner dried fruit, yet one that would also maintain that quality during the long journey to the consumer.

Success was not certain in this venture, since many firms were already offering dried fruits in the same package size. Realizing the pitfalls of attempting to compete with large advertising-space budgets of some other brands, Bonner wisely decided to consider its packaging expense in terms of trade promotion or advertising. Company officials believe this has had the added advantage of keeping such expenditures in direct proportion to sales.

First step was the selection of a qualified package designer. This was done not by chance, but by making inquiries to learn the names of designers behind packages that had already established outstanding success on food-store shelves. It was considered important to have a designer with not only artistic ability, but an understanding of the job's commercial aspects.

After a discussion of the goals, the San Francisco designer finally selected was given *carte blanche* to design as he wished. There was only one requirement: because of the company's existing investment in filling and wrapping machines for that type of package, the new design should be for an overwrap to fit the dried-fruit industry's standard chipboard carton.

Design analysis

Before drafting any preliminary designs, the designer conducted his own survey. This included a careful analysis of the respective merits of various packaging materials for dried fruit and a searching study of what the competition was doing.

Out of this spadework came several decisions. Heat-sealing aluminum foil was selected as the overwrap material because of its ability to attract attention even from the darkest shelf, its excellent printing qualities and its very low rate of water-vapor transmission. In the case of dried fruit, this latter quality often means the difference between a tender, juicy product or a box of shrunken pellets.

It was felt that the product itself should be the focal point of attention, yet that the design should get far away from the traditional spot-vignette manner of displaying the product.

It was recognized that transparent packaging has captured a slice of the dried-fruit market because it allows the

shopper to look right into the package and see what she is buying. Obviously, foil is not transparent. Hence, the decision to show actual Bonner dried fruit on the package—not by a painted vignette, but by true, natural color photographs of the fruit.

These pictures are notable for several reasons. They show actual, life-sized dried fruit, not a reconstituted product that has been cooked and beautified before exposure to film. They have not been retouched to the point of appearing faked because of misguided removal of shadows or highlights. This insistence by the designer on naturalness, coupled with other elements of the design, has given Bonner vignettes startling three-dimensional qualities and a laudable freedom from the clutter of extraneous elements found on too many contemporary packages.

For maximum appetite appeal, one-third of the front and side panels of the new Bonner design was reserved to show the product itself in all its natural glory. On the back panel, this visible emphasis on "what's inside" was increased to occupy more than 90% of the available area.

Seemingly, remaining design elements have been printed right over the product. This gives the prospective buyer the illusion of looking "into" the package by placing what appears to be another dimension of design between her eyes and the vignette.

Each photographic vignette—be it for Calimyrna figs, seedless or golden bleached raisins or any of the other Bonner varieties—stretches horizontally without interruption around the front panel to the side panels. This prompts the shopper to turn the package as she holds it, thus exposing her to more "selling" copy.

Yet this selling copy, as such, is restrained on the Bonner packages. Planned to harmonize with the general "luxury" appearance of the package, copy wisely allows the actual sales work to be done by the picture of the product itself. Side-panel copy on Bonner's golden raisin wrap, for example (see sample attached), tells only why a foil package is used and suggests some tempting uses for the product.

Brand and fruit identification are given equal prominence on the packages and are shown in the same style of lettering. The new treatment of the Bonner signature was designed to harmonize with the firm's script trademark. It is effectively repeated on the back panel, where it gains attention not by size, but by position in the focal center of the vignette, thus clinching the brand name with the product in the buyer's mind.

Types of dried fruit (seeded, seedless or golden as in the case of raisins; or its species, as in *Calimyrna* figs) are an important factor in the housewife's purchase decision. This information is also offered on the Bonner package in a way that attracts the eye by position, not size. The designer placed it on a diagonal ribbon directly across the focal point of the product illustration on the front of the package. In the case of some of the fruits, further identification as to type is obtained by a distinguishing background color; for example, yellow for seedless raisins, white for seeded. Other front-panel elements include the trademark, net weight and name of the packer.

A small but notable feature is the treatment of the price "spot" on the top of the box, which is made a design feature by its graceful shape and shad-

COLOR changes from product to product are chosen carefully to complement the color of the illustrated contents.



ing with fine silver lines. By giving the dealer a logical, restricted place to apply his price-marking pencil, it prevents him from marring the appeal of the package by scrawling the cost elsewhere.

Design for foil

A designer's acute appraisal of today's shopper can be seen in the Bonner package designs. By the lacy "awning" or upper border that sets off the product illustration and from the generally restrained tone of the packages, the potential buyer is given the impression of quality. Yet the illusion of transparency inherent in the vignette treatment and the sparkle of the foil surface also impart a definite up-to-date feeling, which the shopper seems to demand.

It is obvious that the designs were planned with determination to exploit to the utmost the "appeal" possibilities of aluminum foil and yet with cautious forethought of foil's limitations.

"Too often," the designer told Bonner, "manufacturers seeking to put new life in their old labels or wraps try to solve their problem by transferring the old design haphazardly to foil. Usually, this defeats the original purpose by exposing too much foil. Actually, the appeal of aluminum foil is made richer and more certain by showing its true surface sparingly—by using plenty of opaque inks to enhance the brilliance and eye-catching qualities of the material.

"Your package must induce people to look at it and it must look worth the price. It has to be a salesman who tells his story quickly and effectively. Indiscriminate exposure of unprinted foil surfaces can easily cheapen the looks of this 'salesman' and greatly reduce the clarity of his message."

Maximum benefits of the six-color rotogravure process used by the supplier in printing the Bonner wraps were gained with provision for both transparent and opaque inks in the design. In addition to displaying the fruit in true, natural color, this allowed the foil surface to appear in both silver and gold, by virtue of transparent inks. In each case exposed foil was used to gain an "inlaid" effect. It appears as gold to add appeal to the delicate diagonal tracery of some of the packages and enhance the trademark, vignette frame and other elements. On the price spot and extreme edge of the lacy vignette border, the true silver color of the foil is revealed.

Selling aids

Early success of the new unit packages prompted a request from the Bonner firm for a display piece which would show a variety of the company's products in their new foil wraps. The designer's answer was "Bonner's Fruit Cupboard," the two-piece window carton shown in the photograph on this page. The cupboard has proved extremely successful in preliminary California market tests,

according to Bonner. As a gift item, it capitalizes on the "luxury" look of the foil packages. As a means of increasing the unit sale, it encourages housewives to stock a wider variety of the company's dried fruits.

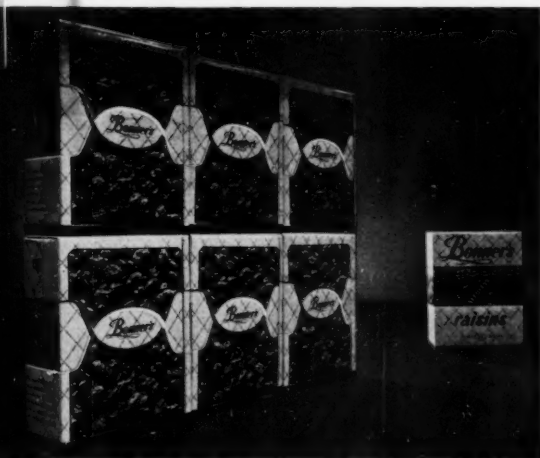
Planned originally to "mass" well on the store shelves as a family of related products, the Bonner foil packages required no design changes for adaption to the Fruit Cupboard carton. Design of the carton has been kept deliberately simple, to focus attention on the individual packages.

A final precedent-shattering feature of the new Bonner wrap is the least-conspicuous element on it, but one that will be viewed with envy by every package designer. So pleased was the Bonner company with its new labels that it asked the designer to "sign" his work. This "credit" now appears, in modest italics, at the extreme lower edge of the back panel of each new Bonner package, between the union printer's "bug" and the supplier's mark (see tip-in). Design circles generally are hopeful that this may break the ice and lead to more general recognition of the package designer, whose contribution to the success of a package too often goes unsung.

CREDITS: Design, Walter Landor & Associates, San Francisco. Color photography, Milton Halberstadt, San Francisco. Reyseal label wraps, Reynolds Metals Co., Richmond, Va. Carton shells, Fibre-board Products, Inc., San Francisco.

UNITS ARE PLANNED to link together design-wise for greater impact in mass display on store shelves.

ADDED SALES AID is display carton that groups five varieties of Bonner fruits in "Fruit Cupboard" for multiple sales.



SAVE WITH Simplex

BAG MAKING MACHINES AND ATTACHMENTS

Simplex Machines are versatile. Designed to meet every bag-making requirement—can be quickly, easily adapted to forming and securely heat-sealing almost any type of cellophane, Pliofilm, polyethylene, foil or coated glassine bag.

Simplex Machines effect savings. Are built with rugged simplicity for low initial cost and years of service. Customers save at once in making their own bags.

Simplex Machines come ready to operate. Cord plugs to wall outlet without special wiring. One operator threads roll stock into machine, starts motor, collects finished bags from stacker. One operator can handle battery of machines.

Simplex Machines are high speed. Up to 100 bags per minute, depending on material and size.

Simplex Machines heat seal bags securely. Accurate thermostats control heat to 500° F.

Simplex Machines are extremely flexible. Make flat or gusset, single or duplex, fold-over, crimp or line bottom bags. Bag lengths and gusset depths quickly adjusted by hand crank. Bag widths rapidly varied by interchangeable forming plates.

ATTACHMENTS

Simplex attachments include: *Simplex Print-D-Tector* or *electric eye* for printed bags. *Duplex attachment* for double wall bags. *Duplex wall sealer* seals inner to outer bag at lip. *Automatic labeler* heat seals labels at bag center or top (for closure). *Label imprinter* automatically adds description, price, date or code to label. *Skip attachment*—Bags up to 80 in. long. *Hole punch* ventilates produce bags, speeds filling, closing.

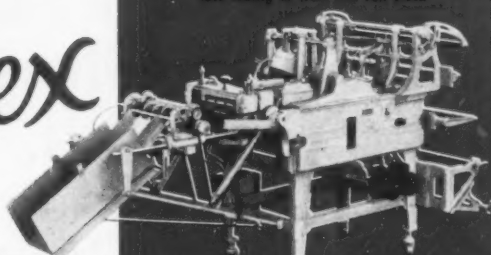
SPECIFICATIONS

Model No.	Bag Widths Up to Inches	Bag Lengths Up to (Standard) Inches	Bag Lengths Up to (With Attachment) Inches	Roll Widths Up to Inches	Bag Bottom Seal Type	MAKES BAGS FROM				Bags Per Minute Up to
						Cellophane	Plio-film	Polyethylene	Coated Glassine	
1	9	16	60	24	Fold Over	X	X		X	80
1-C	9	16	60	24	Crimp	X	X		X	100
4	12	20	80	30	Fold Over	X	X		X	80
4-C	12	20	80	30	Crimp	X	X		X	100
1-7	9	20	80	24	Line	X	X	X	X	80
4-7	12	20	80	30	Line	X	X	X	X	80
*24-7	24	20	80	24	Line			X		80

*Model No. 24-7 handles flat or gusseted seamless polyethylene tubing only.

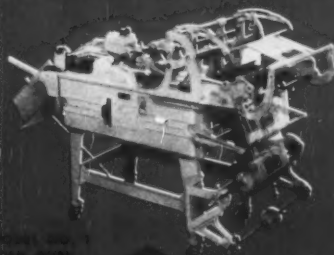
FOR POLYETHYLENE

Flat or gusseted bags from seamless tubing or from flat roll stock



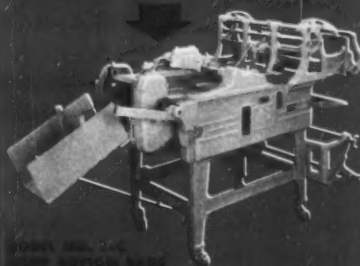
MODEL NO. 4-7
FOLD BOTTOM BAGS

Model No. 24-7—Bags up to 24 in. wide, and 80 in. long from flat or gusseted seamless polyethylene tubing



MODEL NO. 1
FOLD OVER BOTTOM BAGS

FOR CELLOPHANE, PLIOFILM, COATED GLASSINE



MODEL NO. 1-C
FOLD BOTTOM BAGS

SIMPLEX SAVINGS... Make your own bags.

SIMPLEX FLEXIBILITY... Quickly adjusted to various types of bags.

SIMPLEX SIMPLICITY... Easy to operate, so ruggedly simple.

SEE OUR EXHIBIT
WESTERN PACKING EXPOSITION
SAN FRANCISCO, AUGUST 16-17-18

Simplex

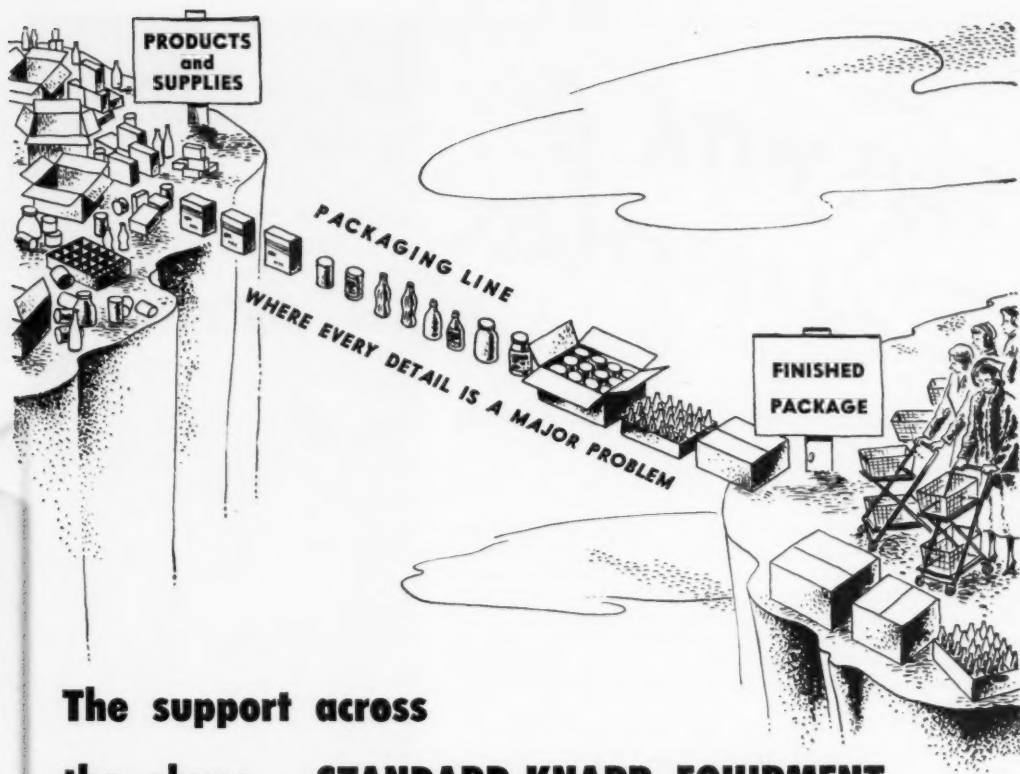
PACKAGING MACHINERY INC.

REPRESENTATIVES

Midwest and South: Miller Wrapping & Sealing Machine Co.
18 South Clinton Street, Chicago 6, Illinois

East Coast: Amsco Packaging Machinery, Inc.
31-31 48th Avenue, Long Island City 1, New York





The support across the abyss...STANDARD-KNAPP EQUIPMENT

Keep your packaging line modern and equal in tempo along its length . . . eliminate the headaches and omissions of complicated maintenance . . . and you add dollars to your profits.

Prevent the bald-spotted profit margins that result from overlooking such details. Forestall the price rises that unhinge your salesmen's knees and take the snap out of your distributors' merchandising. The formula is Standard-Knapp Packaging Machines.

Engineered and built by men who have made the details of the packaging line a lifetime career, our machines step up efficiency, reduce overhead, simplify production and maintenance and beat down break-even points.

Claims? Not a bit of it, as Standard-Knapp installations in hundreds of leading plants attest. Keep your production line constantly at peak efficiency in every detail. Install Standard-Knapp Packaging Machines — they're *Automatically Preferred.*

WEST COAST REPRESENTATIVES: MAILER SEARLES, INC., SAN FRANCISCO — LOS ANGELES

STANDARD-KNAPP

DIVISION OF HARTFORD-EMPIRE COMPANY
PORTLAND, CONNECTICUT

EXTRA! NEWS! EXTRA!

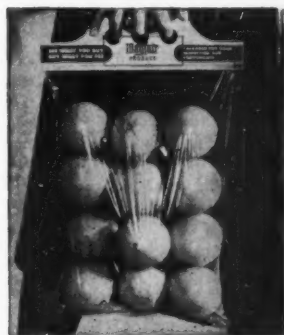
DENT-O-PAK Bags Boost Sales plus BIG Dealer Savings Over Bulk!

Several million Dent-O-Pak bags using Goodyear Pliofilm have already been supplied to the apple packers in 3# and 5# sizes and this coming season The Denton Corporation has developed plans that

will make it possible for apple packers to pack in Dent-O-Pak bags at a cost equivalent to the bulk pack. The dealer can save about 40 cents a box handling bagged apples as against bulk.

FOR ORANGES

More and more oranges are being packed at the dealer level in Dent-O-Pak PLIOFILM bags. Some enterprising orange packer, packing a good quality orange, can cash in on the very real demand for bagged oranges.



... and now for ASPARAGUS

(NEW THIS YEAR). This is a new item being packed in the Dent-O-Pak PLIOFILM bag. One of the largest California packers has purchased a Dent-O-Matic packaging machine designed for this purpose and finds the combination of this machine and the Dent-O-Pak bags the ideal solution for the packaging of this fine vegetable.

FOR APPLES



DENT-O-PAK BAGS*

Have these exclusive advantages

1. Dent-O-Pak PLIOFILM bags save fruit and vegetables from dehydration and flavor loss.
2. They greatly increase shelf life of all produce.
3. They speed up packing operations.
4. They decrease dealers' handling costs.
5. The housewife can see exactly what she is buying.
6. They prevent unsanitary and damaging handling by the public.

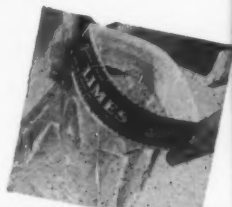
* Pat. pending

MAIL COUPON FOR DETAILS NOW!

Please send samples and information on packing
(name products) _____
Name _____
Address _____
City _____ Zone _____ State _____

FOR LIMES

California limes are moving in large volume in Dent-O-Pak PLIOFILM bags. Florida lime growers are also beginning to pack in these bags.



FOR CHERRIES

Last year several million Dent-O-Pak PLIOFILM cherry bags were supplied to packers. This year more packers have started packaging and we are supplying Dent-O-Pak bags in both PLIOFILM and LUMARITH.

The **DENTON** *Corporation*

2124 LIVINGSTON STREET, OAKLAND 6, CALIFORNIA • KELLG 4-5615

Why pick this one?

It's best answered with the question . . .
why not? The candy is quality to begin with.
The package looks more attractive than its neighbor . . . and it
has that "well groomed" appearance typical of neat
wrapping and sealing. A lot of candy is sold just this way . . .
on impulse. Be sure you're getting your share of these sales.
Write now for literature and details on how Lynch
WRAP-O-MATICS will package your product neatly, more
quickly, give it that "quality look" for better point-of-sale merchandising.



PAR AIR
COMPRESSORS



PAR
REFRIGERATION
COMPRESSORS



WRAP-O-MATIC
CANDY & COOKIE
WRAPPING
MACHINES

LYNCH

CORPORATION

PACKAGING MACHINE DIVISION
TOLEDO, OHIO



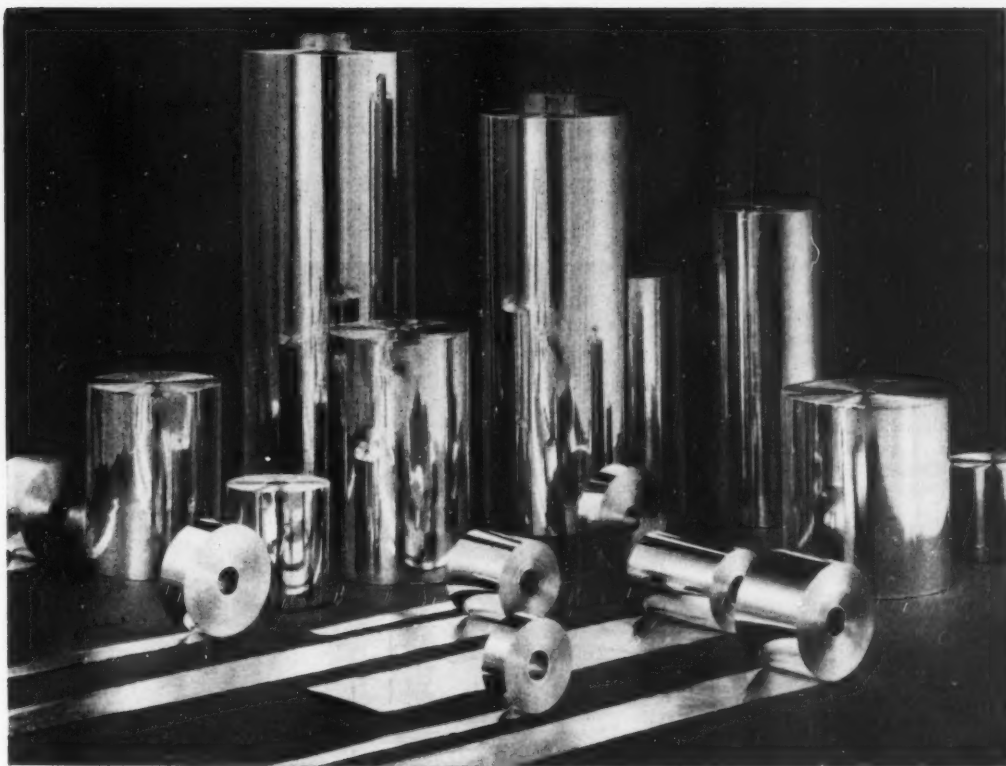
MORPAC
PAPER PACKAGING
MACHINES



MORPAC
BUTTER & OLEO
CARTONING
MACHINES



GLASS FORMING
MACHINES



Kaiser Aluminum Foil tailored to your needs

For converters and manufacturers of:

Beer and can labels
Gift wrapping
Butter wraps
Oleo wraps
Box coverings
Window decorations
Fancy paper

Household foil
Cheese wraps
One way pie pans
Food containers
Chewing gum wraps
Flexible packages
Crown lining foil

Milk bottle closures
Freezer locker foil
Electrolytic condenser foil
Chocolate wraps
Rolled candies
Cigarettes
Tobacco products

And many other products

Our experienced personnel are prepared to work with you in your present converting problems or in the creation of new packaging materials using Kaiser Aluminum Foil.

Operating the only foil plant west of the Mississippi, Kaiser Aluminum offers especially prompt service to western customers.

Kaiser Aluminum Foil

SOLD BY KAISER ALUMINUM & CHEMICAL SALES, INC., KAISER BUILDING, OAKLAND 12, CALIF. . . OFFICES IN:
Atlanta • Boston • Chicago • Cincinnati • Cleveland • Dallas • Denver • Detroit • Houston • Indianapolis • Kansas City • Los Angeles
Milwaukee • Minneapolis • New York • Oakland • Philadelphia • Portland, Ore. • Rochester, N. Y. • Seattle • Spokane • St. Louis
Wichita • EXPORT OFFICE, OAKLAND, CALIFORNIA • WAREHOUSE DISTRIBUTORS IN PRINCIPAL CITIES

Half-pound butter

SEATTLE DAIRY IS FIRST TO MEET DEMAND FOR A SMALLER UNIT OF SALE;

SPECIAL MACHINERY SEALS TWO QUARTERS IN A WAXED OVERWRAP

There's something about the West that seems to inspire originality and this is as true in packaging as it is in other things. Sometimes this originality is most striking when it is simply a new and logical approach to an old problem.

In all the years that butter has been packaged, a pound has been considered the standard unit of sale—despite all the evidence of sociological trends to smaller families, smaller appetites and a preference, especially where perishable foods are concerned, for smaller packages.* In recent years it has been the general practice to divide the pound into four wrapped quarter-pound prints, but for the housewife who wanted no more than half a pound it still was necessary for the grocer to "break" a pound package, thereby destroying much of the package protection.

It has remained for Turner & Pease, Inc., Seattle dairy firm, to introduce the half-pound package—two quarter-pound prints separately wrapped in parchment and then wrapped together in an attractively printed, sealed, waxed-paper package.

Last month the firm used full-page newspaper advertising, radio and television to introduce the half-pound container to consumers, calling it "the first improvement in butter packaging in 25 years—a double-wrapped, hermetically sealed package that keeps freshness in and food flavors out." The package also is in use in Los Angeles.

For many years Turner & Pease had marketed its top-quality butter in quarter-pound prints in the conventional pound carton. The change to two quarters in a flexible overwrap required some interesting changes in the packaging machinery.

The key piece of new equipment is a standard overwrap machine of a type widely used in the West, particularly for overwrapping frozen foods. Early experimental work on a wrapped but-



GREATER CONVENIENCE and better protection is claimed for the new half-pound, heat-sealed, waxed-paper package which contains two of the same parchment-wrapped quarters formerly packaged four to a carton.

ter package was done at Knudsen's Creamery Co., Los Angeles. Excellent sales reception was reported. Wendell Turner, president of Turner & Pease, then ordered similar equipment installed at Seattle for the half-pound package, with such modifications as the Los Angeles test had revealed were necessary.

The Turner & Pease installation places the overwrap machine at the end of a line that starts with conventional equipment for forming and packaging quarter-pound prints. This equipment consists of two machines, one forming the butter in quarter-pound prints and wrapping them in parchment, the other, normally, packing four cubes in a one-pound carton.

The cartoning machine is of course not necessary for the new half-pound

package. However, since the company does job packing for other distributors and uses the cartoning machine in that work, it is left in the production line but is operated with the carton magazine empty when the new wrapped package is in production. As a result, the cartoning machine delivers four wrapped prints assembled together as they would be if placed in a carton. The four prints then pass over a high-centering separator, breaking the butter quarters into two separate lines which move on a plate-chain conveyor toward the overwrapping machine.

Each of the two conveyor lines feeds an arch-shaped magazine supply specially designed for this type of packaging which converts the feed from horizontal to vertical. From the

* See "The Smaller Package," MODERN PACKAGING, Feb., 1950, p. 75.

two magazines, quarters of butter are dropped simultaneously and the two prints pushed into a chain pocket of the infeed to the overwrap machine. This pusher action is accomplished by two pusher mechanisms operated from cams on the infeed-chain sprocket. The pusher mechanisms carry two quarters side by side into the overwrap machine.

Each magazine is equipped with a lock-out device that makes it impossible to feed less than two prints at a time into the overwrap machine. The lock-out device cuts off both pushers if either magazine empties.

As the two cubes move into the overwrap machine, they pass under a trip arm that controls the supply of waxed paper for overwrapping. Unless the arm is tripped, paper will not feed into the overwrapper.

The folding mechanism for the overwrap is standard, but special equipment was designed to provide close control of heat for sealing the wax paper. Control of heat, in fact, was one of the major difficulties in adaptation of this machine to butter. In normal operation, as in applying an overwrap to frozen foods, the wax or cellophane wrapper is stretched over a carton and the carton protects the food efficiently against the heat of the sealing element. In this butter operation, however, there is only a light parchment paper underneath the waxed overwrap—virtually no protection against heat.

As a result, close thermostatic control was provided for the sealing heat. As the package goes through the folding mechanism and the overwrap end folds are being made, an electric pre-heating unit warms the paper slowly, but not to a heat high enough to melt the wax. The package then moves into the sealing unit and because the paper is already warmed, the sealer operates at a lower temperature. Compression belts on each side of the discharge conveyor hold the moving package firm until the wax has cooled to form a tight seal. The machine is designed to work at a speed of 80 half-pound packages a minute, but has a variable-speed drive.

All parts of the overwrap and conveyor lines along which butter moves have been converted to stainless steel or chromium plating. The electric-eye unit, controlling the supply of paper into the overwrap machine, has been waterproofed to permit steam cleaning of all equipment.

With the new package, substantial savings are made in materials, according to Mr. Turner, who reports that two waxed-paper overwraps cost only a trifle over half as much as a one-pound carton. He anticipates that this saving will pay off the cost of the new equipment early in its life.

With the shift to the half-pound unit, Turner & Pease also redesigned its label, simplifying the elements. Where the old label carried a scene suggestive of the brand name, Meadow Brook, the new wrapper drops all but a touch of this illustration and centers emphasis on the brand name. The letters, AA, descriptive of the grade, are added in light blue.

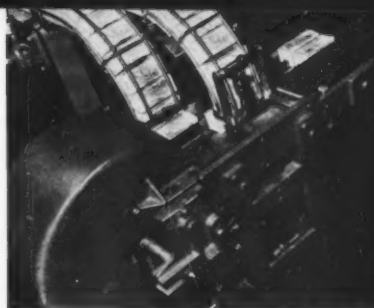
One end of the package carries this message: "Mrs. Housewife: This package contains two quarter-pound cubes, each wrapped individually to seal-in the delicious flavor and goodness of Meadow Brook butter."

Turner & Pease does not set retail prices. But it urges retailers to offer the two half-pound units for the same price at which they had previously sold a pound carton.

Initial response to the new package in the Puget Sound area is reported excellent. In the first two weeks of distribution and before consumer advertising began, the new package was in 400 accounts, 100 of which had not carried their products before.

CREDITS: Special overwrap machine manufactured by Package Machinery Co., East Longmeadow, Mass., and converted to butter operation by the Fred Todt Co., Los Angeles and Seattle, West Coast distributors. "Morpac" print-forming and wrapping machinery, Lynch Corp., Toledo, Ohio. Waxed-paper overwrap, Western Waxed Paper Co., Div. of Crown-Zellerbach Corp., Los Angeles. Parchment, Paterson Pacific Parchment Co., San Francisco.

BACK VIEW of the overwrap machine shows special waterproofing of wiring and controls required so butter equipment could be steam cleaned. At left is amplifier box for electric eye, a cast-metal housing with rubber seal in door.

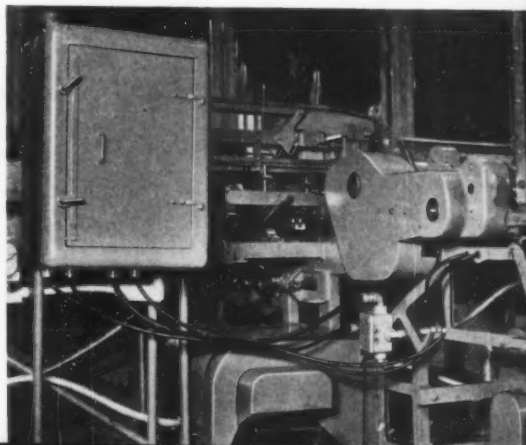


SPECIAL MAGAZINES take the Western-style, quarter-pound prints from Morpac machine and start them, two by two, into a specially adapted overwrapping machine located off to the right.

PHOTOS COURTESY FRED TODT CO.



SEALED PACKAGES emerge from compression belts and are hand packed in shipping cartons. Wrapping machine is of conventional type for waxed-paper overwrapping, but with special low-temperature heat seal for butter.



if you want to
DOUBLE your sales
make your packages lead a
double life

HERE'S HOW you can put the old "One-Two" punch into your sales. This eye-catching styrene package dramatizes your product, enables the housewife to see what she's getting. Later, this handsome, husky container lives a second life—as a box for cigarettes, candy, nuts, knick-knacks, sewing accessories...or as useful, easy-to-stack refrigerator boxes.

There's a *double-punch* for your line in one of our stock packages—or we'll engineer one for you.

And it costs you nothing for complete information.

Write, wire, or telephone.

ELDON MANUFACTURING COMPANY

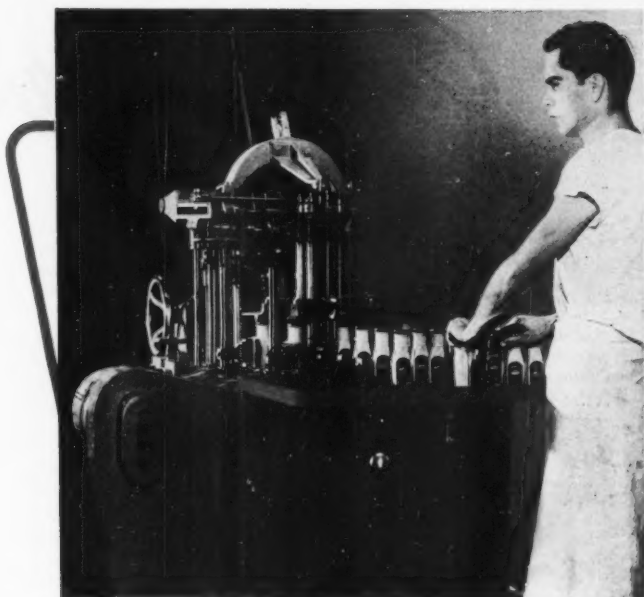
ELDON

1010 E. 62ND ST., LOS ANGELES 1, CALIF.



as useful,
easy-to-stack
refrigerator box

as a box for
cigarettes,
candy or
knick-knacks



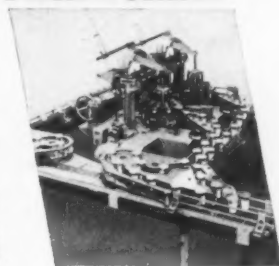
**— MEETS
CRITICAL
REQUIREMENTS
OF
THE WEST COAST
HORSERADISH
COMPANY**

Horseradish is a perishable product, its packaging scheduled to meet daily turn-over orders and frequent small deliveries. Therefore labeling *must* be fast — entirely trouble-free and efficient at peak loads. That's why the West Coast Horseradish Company of Los Angeles streamlined its operations with this WORLD Uni-Turret Labeler.

A setup like this is a natural for the Uni-Turret. Its many experienced-engineered advancements — such as the automatic, synchronized Feed Control which protects against traffic jams, breakage and costly delays — are made to order for (1) speedy, semi-automatic or fully automatic application of front body labels, neck labels or all around neck wraps to . . . (2) any shape, any size containers from 3" to 13" high . . . (3) all cleanly, neatly, precisely labeled at the rate of 60 to 75 per minute.



**—also
TWIN-TURRET**



The above goes double for the WORLD Twin-Turret: 120 to 140 per minute. Add the extra Unit when needed; one motor operates both. Write for descriptive Bulletin.

WORLD Uni-Turret Labeler

**"YOU GET THE
BEST LABELERS
IN THE WORLD"**

ECONOMIC MACHINERY COMPANY

Builders of World Automatic and Semi-Automatic Labelers for Every Purpose

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Wellington, N.Z. Sao Paulo, P.R. Ciudad Trujillo, D.R. Honolulu, T.H.



STUDY IN SAVINGS with foil wrapping of cauliflower. Joseph P. and Mrs. Cunha examine a head with quantity of leaves that must be left for normal, unwrapped shipment; two stripped, foil-wrapped heads with foil opened out as for retail display and a foil-wrapped head as now shipped.

PHOTOS COURTESY KAISER ALUMINUM.



WRAPPING is done by hand, using plain aluminum foil of 0.0008 gauge. The dead-fold characteristic of aluminum foil makes sealing unnecessary.

CRATE PACK averages 24 to 32 heads, as against 11 to 12 untrimmed heads in the conventional type of shipment. Freight costs are cut from 50 to 65% by this pack.

Cauliflower

A new development in the packaging of fresh produce, the wrapping of individual heads of cauliflower in aluminum foil, proved itself during the recent cauliflower season in California's rich Salinas Valley.

Pioneering this type of pack, Joseph P. Cunha of M. S. Cunha & Co., Salinas, veteran vegetable shippers, shipped upward of 6,000 crates of cauliflower in foil, representing about 85% of the season's pack of Cunha's King Tut brand. Shipments were made by refrigerator cars and trucks to widespread marketing areas, including Seattle, Tulsa, Omaha, Boise, Portland and New York.

Checks at the receiving end by representatives of the foil supplier, who assisted in the project, showed good market acceptance. It was found that the foil wrap was helpful from the quality standpoint and gave extra display value to the produce in the retail stores, where the foil is opened out, rosette style, to display the cauliflower. The fact that the 0.0008 foil used is handy in cooking the cauliflower proved popular with consumers once they learned of this advantage.

Several re-orders for the foil-wrap pack were given to Cunha during the season by the produce buyers of one large food organization, after a series of shipments to various areas. Indications were that the foil provided superior protection from two standpoints: better and faster cooling during icing because of foil's conductivity and lessening of bruising because of the resilience of the foil. Their findings have been that removal of more guard leaves is beneficial in that it reduces moisture drain from the head, while the method of making the foil wrap permits sufficient respiration. Although there was some skepticism at the outset, their retail buyers generally found consumer acceptance high.

As compared with the conventional pack, the foil pack more than doubles the number of heads in the standard 42-lb. nailed pony crate. Because more of the guard leaves, which represent waste from the retailers' and



in foil

SUCCESSFUL TEST SHIPMENTS SHOW WRAP PRESERVES

QUALITY, ENHANCES DISPLAY, HAS RE-USE IN COOKING

consumers' standpoints, can be cut away, the foil pack averaged from 24 to 32 heads per crate as against 11 to 12, to provide a saving of from 50 to 65% of the freight bill.

In the packaging shed the cauliflower is handled in the ordinary manner up to the wrapping, with the exception that only one layer of leaves is left around the curd. A supply of cut foil sheets is kept in front of the wrappers, who place a head in the center of the sheet, flower up, and fold the four corners over the top.

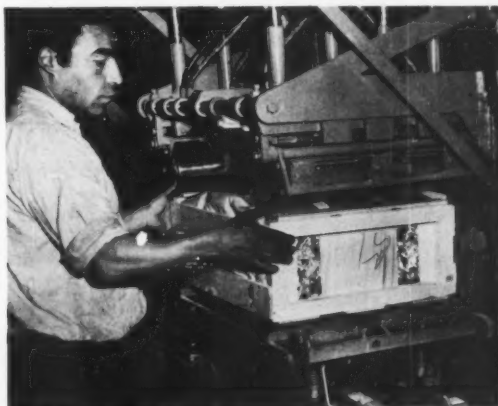
In the crate, the heads are packed in two layers with a paper cushion between them. The Cunha company is experimenting also with a different type of crate having a center dividing tray to separate the two layers and this may be used in next season's operation.

At the season's beginning, inexperience in working with the foil wrap caused some problems, but most of these were solved as the season progressed. Engineers for the foil supplier have designed a cutting machine especially to cut the foil rolls into the 15- or 16-in. squares required in the wrapping.

In costs, Cunha saved by more than half the number of crates required. Although labor costs were somewhat higher, they declined as the workers became accustomed to the new methods.

Exact price comparisons between the two methods of packing cannot be drawn because of varying market conditions and qualities. However, the foil-wrapped cauliflower on the whole is said to have brought a premium f.o.b. price. In addition, it increased the salability of the Cunha brand. Expressing the belief that the foil pack was definitely a success, Mr. Cunha is making plans to use it again during his next shipping season on cauliflower.

CREDITS: Foil, Kaiser Aluminum & Chemical Sales, Inc., Oakland, Calif. Nailed pony crate, California Pine Box Distributors, San Francisco. Nailing machine, Food Machinery & Chemical Corp., Riverside, Calif.



NAILING MACHINE seals lid on bulge-packed pony crate.



CRATES are shipped stacked on sides. Bulge top insures adequate space between rows for snow ice that is blown over and around the crates.

ON DISPLAY, the glittering foil, opened out in rosette style, gives a glamorous setting to white cauliflower heads. Some consumers cook the head right in its foil jacket.





from dispenser

to hand

to package

in one quick, effortless motion

FASTER THAN THE EYE CAN FOLLOW...Kum-Kleen puts 'dispenser-to-package' labeling into high speed. Pressure sensitive Kum-Kleen Labels are mounted on 'conveyor-belt' rolls, which feed through electric-powered Kum-Kleen dispensers. Synchronized with the operator's requirements, a steady stream of individual labels is delivered...ready to apply without moistening...and as fast as the operator requires them. Waste time and motion, sticky inefficient fingers and soiled packages are eliminated. Compare Kum-Kleen with your present labeling methods. A few free samples will prove to you that a Kum-Kleen labeling operation is simple, fast and economical.

New Kum-Kleen dispenser quickly pays for itself.

For high speed production, the compact, low-cost Kum-Kleen Electric Label Dispenser fits into any packaging operation and can be operated by unskilled help. Many users report its time and labor saving quickly pays the cost of both dispenser and labels.

Kum-Kleen Labels stick and stay stuck... they never pop or curl even in extreme changes of heat and humidity. Kum-Kleen Labels stick *permanently* to all types of packages...even such hard-to-label surfaces as cellophane, plio-film, polyethylene, glass, metal, plastics, varnished woods, etc. Use Kum-Kleen Labels...produced to your exact size, shape, color and printing specifications...to dramatize *your* package. Complete information and samples on request.



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CLEVELAND: 2123 East 9th Street
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CHICAGO: 608 South Dearborn Street
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THE MEETING PLACE OF THE NAVAJOS
by Jimmy Swinnerton



H. S. CROCKER'S
NATURAL COLOR VIGNETTES

THE PICTURE TELLS THE STORY

... And perfect color reproductions by Crocker tell the story better.

Crocker versatility is ably demonstrated here in three widely diversified subjects: An over-all background "field," a natural color vignette and a fine art reproduction. The "field" of Plum Prunes and the apricot dish are selected from a comprehensive assortment of true-to-life Crocker Kodachromes. The painting is a miniature of a reproduction of "The Meeting Place of the Navajos," by the West's beloved Jimmy Swinnerton.

Let Crocker help you tell your sales or product story better — call a Crocker salesman today.

H. S. CROCKER CO., INC. *Crocker-Union division*



Correctly groomed—to stand
out in ANY company—
perfect labeling does it!



These "well-dressed" bottles show the improved labeling obtainable by the vacuum-handling of labels (for perfect register) and the twin-roller glue control (for eliminating all excess glue).

Ask for details — they ARE important!



NEW JERSEY MACHINE
Corporation

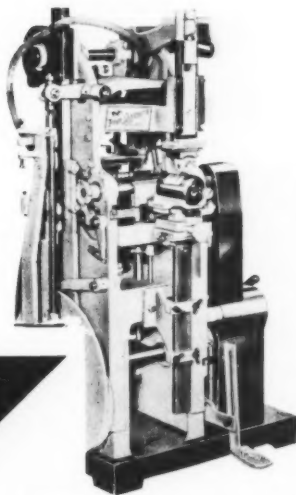
Factory Sales, Service
and Parts Branch... 2502 W. 6th St. • LOS ANGELES, CAL.

Home Office and Factory: 1555 Willow Ave., Hoboken, N. J.

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Reg. U. S. Pat. Off. 509

Nothing but the BEST impression keeps product-reputation where mass displays compete. That's why the METHOD of applying labels—so that they fit snug and smooth—without blisters or loose edges—is important. You get the best results in perfect register, full surface gluing and absolute glue-control (to eliminate messy glue smears) on the **PONY LABELRITE***

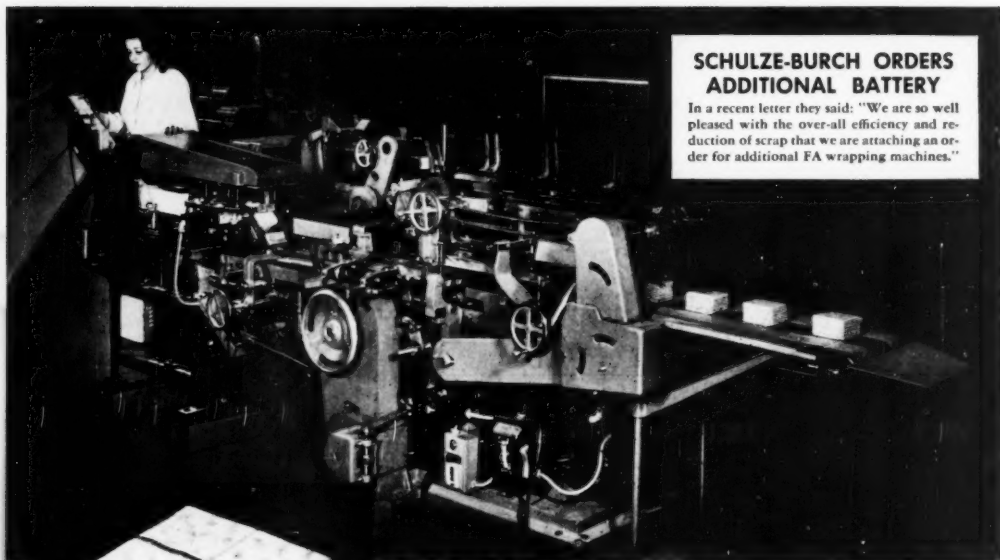


PETTY-CASH AND CHANGE-PARTS

For labeling within recesses or on panels—plain or embossed paper or foil labels.

NEW Machine with Automatic Feed

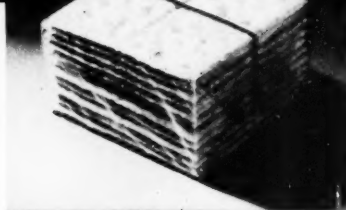
for wrapping ¼ pound units of crackers



SCHULZE-BURCH ORDERS ADDITIONAL BATTERY

In a recent letter they said: "We are so well pleased with the over-all efficiency and reduction of scrap that we are attaching an order for additional FA wrapping machines."

New Model FA in plant of Schulze-Burch Biscuit Co.



Wrapped in the nude, with or without easy-opening tape.

Automatic feed counts ¼ pound unit.
REJECTS ANY BROKEN CRACKERS.

Machine can be built for heat-sealing cellophane or waxed paper. Printed registered material may be used, if desired.

The performance of this new machine is truly outstanding—far ahead of former machines used for this purpose! It not only offers faster production with minimum labor, but insures *better wraps and freedom from broken crackers.*

Crackers are picked up manually from a belt and placed in an inclined tray from which they are fed by gravity into the auxiliary feed. The auxiliary feed *automatically rejects any broken crackers, counts out the proper number for a quarter-pound wrap and deposits them into the feed conveyor of the wrapping machine.* Under normal conditions a speed of 65 units per minute can be obtained.

A new type, spring-mounted, folding and sealing line in the wrapping machine moves in and out with the slightest variations of products, avoiding breakage in the wrapping process.

Machine can be built for heat-sealing cellophane or waxed paper and will handle printed registered material. Easy-opening tape can be incorporated in the wrap, if desired.

This type of wrap is becoming more and more popular. And the new FA is the machine you need to produce it most efficiently.

Write or phone our nearest office for full particulars.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

NEW YORK	CHICAGO	BOSTON	CLEVELAND	ATLANTA	DALLAS
DENVER	LOS ANGELES	SAN FRANCISCO	SEATTLE	TORONTO	MEXICO, D.F.

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Packaging Show
Fred Todt Company Booth 718
Our Pacific Coast Representative

PACKAGE MACHINERY COMPANY

Over a Half Billion Packages per day are wrapped on our Machines

25 POINTS FOR SUCCESSFUL PACKAGING

IF YOU PACKAGE ...

There are 25 H-A show-rooms and sales offices at your service. Experts in each of these offices will be delighted to co-operate with you for efficient glass packaging that sells.

FOODS



WINES AND BEVERAGES



HOUSEHOLD PRODUCTS



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Cleveland, Ohio	Salt Lake City, Utah
Chicago, Illinois	Seattle, Washington
Cincinnati, Ohio	Spokane, Washington
St. Louis, Missouri	Portland, Oregon
Atlanta, Georgia	San Francisco, California
	Los Angeles, California



HAZEL-ATLAS GLASS COMPANY *Wheeling, West Virginia*



LAMINATED PACKETS made of Pliofilm and aluminum foil in catch covers, first used as samplers to introduce Blue Vel-vette hand cream to the consumer trade, not only created a demand for the bottled product, but turned out to be a popular sales-package unit (left) in variety stores.



POWDERED JELLY was effectively sampled in these cellophane envelopes included with loaves of Oroweat Bread in the San Francisco Bay area. Mixed with water and boiled two minutes, the contents of each packet produce a sufficient quantity for a half a glass of the jelly.

Sampling ideas

HERE ARE EXAMPLES OF SOME CLEVER WESTERN MIDGET PACKAGES THAT ARE DOING GIANT-SIZED MERCHANDISING JOBS

West Coast inventiveness in sample packaging within recent months is opening up a number of new markets for parent products. In some cases the samples have actually become merchandisable packages in their own right. In others they have been instrumental in originating popular new package units.

Cardinal Laboratories, Inc., Los Angeles, for instance, had been selling for some years to beauty shops a special hand cream brand named Blu Vel-vette. Recently the company decided to introduce this product to consumers. In choosing sample packaging as the best method of familiarizing prospective users with this product, they came up with a clever purse-pack—three individual applications of the cream in laminated aluminum foil and Pliofilm unit packets, each enclosed in a match-book type catch cover. By tearing along the pinked aluminum foil edge, just enough cream for one application (0.5 cc.) may be squeezed out from the bottom at a time.

The 10-pt. cast-coated paper cover was white, overprinted in powder blue. The back was sometimes left blank—so that beauty shops might print in their own advertisements. Space was also provided for the

beauty shop to note appointments.

This handy purse-pack not only did what it was supposed to do—promote the sale of a home-sized 4-oz. bottle of Blu Vel-vette—but proved so successful that the company decided to market the sample. First, two of the packets, then three, were stapled inside each folder as a complete selling unit. The 5-and-10-cent stores asked that seven folders, each containing three individual packet applications (total of 63 applications in all), be packaged, cellophane wrapped and sold as traveling accessories.

The form of this package became so popular and gained such wide acceptance that Cardinal Laboratories has now actually set up an affiliated company as a package supplier to produce the package on a contract basis for other users.

Sample packaging on the West Coast has also gone sweet.

Five major sugar manufacturers—some of them with nation-wide distribution—have recently gone in heavily for the sampling of one-serving quantity packages. Here again, besides point-of-sale give-aways, the samples have become merchandisable—especially in California's drive-in restaurants. The one-serving, unit-

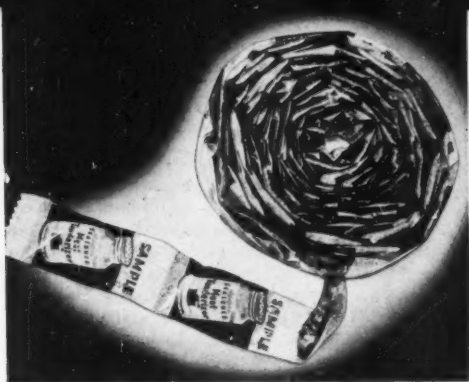
packaged sugar samples are for the most part single wrapped with 450 MST, type 56 cellophane . . . assuring dryness.

The five majors—Utah-Idaho Sugar Co., California Hawaiian Sugar Corp., Holly Sugar Co., Spreckels Sugar Co. and Western Beet Sugar Producers, Inc.—have apparently standardized their sampling to about 8.25 grams (two level teaspoons—one serving).

Typical sample packages of sugar measure about 1 1/2 in. wide by 3 1/2 in. long and are printed in three colors on the outside. The crimp-sealed ends are pinked for easier tearing.

These five Western sugar refineries are probably among the largest sample-packaging customers on the West Coast. Sampling runs go as high as 4,000,000 packages per company. Rather than package their own samples, the companies have turned the job over to a West Coast unit-packaging specialist and find they get the job done cheaper than if each installed packaging machinery.

Besides individual give-away samples, the sugar refineries are presently random packing individual-serving unit packages for sale to restaurants, airlines, steamship companies, drive-ins, etc. All but Holly Sugar



TEAR-OFF ROLLS of convenient cellophane unit packs proved to be an excellent way to get consumers to try a new meat tenderizer produced of a vegetable enzyme made from the tropical papaya melon.



DISPENSING CARTONS for rolls of tear-off samples are widely used in sampling campaigns by the Pacific Coast Borax Co. for Boraxo and Luron, a powdered soap with lanolin.



DIE-CUT FOLDER, made to look like a powder-box top, holds two individually cellophane-wrapped B-Y's douche tablets.

Co. are packing 1,600 samples to a box—by weight. Holly packs 500 samples—7 lbs., 13-oz.—to the box.

Another sample which preceded its parent product and helped smooth out the merchandising road is used for Adolph's Seasoned Meat Tenderizer—an unusual product which took a hint from native tenderizers of the Pacific Islands. The tenderizer contains among other ingredients Vitazyme, a vegetable enzyme made from the tropical papaya melon. Papayas have long been used to tenderize native meats. Modern science investigated and found that the natives had stumbled upon a natural meat tenderizer.

Samples of this meat tenderizer put out by Adolph's Food Products, Los Angeles, are packed in two ways: either single cellophane packets, using 450 MST, type 56, pinked on either end for easy tearing or in rolls for easy tear-off. The sample-package design in three colors shows a drawing of a bottle of the tenderizer and allows the contents of the sample to show through the cellophane—adding a fourth color and giving the appearance of a "full" bottle. The company mailed samples to all who wrote inquiries.

Pacific Coast Borax Co. is using the cellophane tear-tape type of samples made in rolls, packaged two rolls to the carton (125 samples to a roll, 250 to a carton). The strips of samples protrude from each end of the paperboard carton ready for easy tearing. Printed on the flap which covers the hole from which the tape flows are instructions: "Open and pull out here."

Two Pacific Coast Borax Co. products, Boraxo and Luron—a hand soap in powder form containing lanolin—are sampled in this way. Each sample package on the roll contains 2.5 grams.

The Boraxo sample is printed in three colors—black, white and red—as is the Luron, but black is emphasized in the color design on the Boraxo sample, red on the Luron. Luron, itself pink, adds a fourth color showing through the cellophane.

A unique sampling, introduced first in the San Francisco Bay area, is the inclusion of a sample package of Toby Jell—a powdered jelly—with each loaf of Oroweat Baking Co. bread. The Toby Jell powder, mixed with $\frac{1}{2}$ cup of water boiled for two minutes makes about a half a glass of jelly. It was thus a natural bread tie-in. Buy the bread and the jelly comes along as a sample.

Toby Jell, a product of American Brands Corp., San Carlos, Calif., is double wrapped in 450 MST cellophane, type 56. Packaging of this sample posed a problem because no printed surface could come in contact with the bread. Solution was provided by a double cellophane wrap, printed on the outside of the inside layer, which in effect gave a layer of cellophane separating the printing both outside and in. This sample printed in four colors (yellow, blue, red and grey) is said by its manufacturer to have created wide interest for the parent product.

Sampling of hygienic douche tablets created a clever package design. A die-cut paper folder designed to look like a powder-box top, contains two



LARGE USERS of one-serving unit packs are five Western sugar refineries, both as samples and random packed in cartons for sale to restaurants, airlines, steamship companies, drive-ins and other such users.

individually wrapped tablets in cellophane, stapled to the inside. The sample is a product of B-Y's of California, Los Angeles.

Sample packaging on the West Coast has not only paved the way for many new products—but in a number (This article continued on page 145)

Heat Sealing at Lower Costs now comes your way



Style TF

WELLS THERMOSEALER

Designed for long, continuous, tough use . . .

For Cellophane, Lumarith and similar materials, use the Wells Thermosealer, AS 18. For Pionin, Polyethylene, Vinylite, Cast Film, etc., the tain WELLSOLE is attached to the base of the Wells Thermosealer, Style TF.



The Wells Thermosealer solves the tricky problem of heat-sealing. Now pre-packaging of all meats, vegetables, cakes, cheese, etc., is

EASY, FAST, LOW IN COST. For Wells developed an ADJUSTABLE Thermostat that holds the temperature of the aluminum base within the close tolerance required for the given heat-sealing material. You get perfect package seals.

In devices where the temperature is not closely controlled, sealing is haphazard.

Try It For Any Heat-Sealing Material



For 11 years the sturdily-built Wells Thermosealer has been used the nation over. It is reliable, low in cost. Plugs into any A.C. convenience outlet of 110 volts. It is properly insulated and built for safe, FAST use. Has long-lasting, full-size Heating Element. Protected adjustable Temperature Control of high accuracy. Designed to withstand long, tough continuous use.



The Wells Thermosealer, built of Aluminum and weighing but 10 ounces, does not fatigue the operator—speeds sealing, lowers cost.

Buy Now From Your Dealer
in Heat-Sealing Materials

WELLS MANUFACTURING CO.



220 Ninth Street
San Francisco 3, Calif.

The West still grows

(Article continued from page 115) presently being sold are from breweries outside of this region.

Crown closure and screw cap producers report production and sales slightly above the same period of last year. Prices and labor conditions are stable.

Solid and corrugated shipping-case operations are reflecting the seasonal upswing. Order boards are already crowded. At this time last year plant operators believed a slump was imminent, but now all are optimistic. Both raw-material and finished-item prices are stable. The talk of possible labor-rate increases in the pulp industry appears to be operating against any sales resistance to present prices.

Paper box manufacturers report normal production, although Easter sales were disappointing in some areas. Users appear to be working off inventories and buying cautiously, mostly on a hand-to-mouth basis. Probably no other container field on the West Coast is as highly competitive as paper boxes. Total sales to

date appear about equal to last year. Producers are constantly studying the possibilities in added lines and many are doing considerable work on the introduction of their products into new fields. An increase in the use of transparent-plastic inserts and windows is in evidence, with many paper-box producers having a close look into the pre-packaging opportunities in the fruit and vegetable markets.

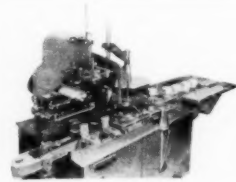
Multicalled paper bag producers report a spotty market. Prices have been stable, but orders slow down and then pick up for no apparent reason. Total production is ahead of last year and supplies are readily available. Producers appear to be making an all-out drive for the feed business.

Kraft paper and bag production is ahead of orders. No mill backlogs are reported at the present time. Jobbers' and distributors' stocks are ample.

Textile bag producers appear to be reconciled to the unfavorable burlap-supply situation and its adverse effect on production and sales. They are

The Labelmatic

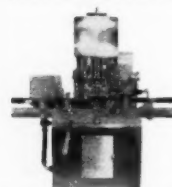
Engineered labelling equipment
for greater efficiency



"Trouble-free" operation of the Labelmatic reduces packaging costs. This unit was designed to label odd shapes and all standard glass containers from small to one gallon sizes. Equipped with variable range for any normal speed. Features: (1) floating top grip for position control of package through all labelling stages, (2) combination bottle feed and safety latch for rejecting tipped or fallen bottles, (3) change-over time is matter of minutes.

The Filabelmatic

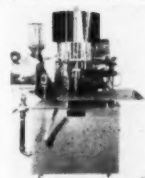
Automatic simultaneous filling and labelling



Full vacuum filling plus perfect label application. This completely automatic machine will handle containers from miniatures to one gallon. Built of heavy stainless steel construction, the Filabelmatic features a variable unit which will permit a range of 5 to 60 bottles a minute. Truly a beautiful production machine. Handles all free flowing and semi-liquids.

The Semi-Filabelmatic

Semi-automatic



This unit incorporates all the features of the above described Filabelmatic with the exception of automatic feed and discharge. Added features of this model are: (1) faster change-over time, (2) handles any and all private molds, (3) ideal for short production runs (as well as continued runs), (4) space occupancy only 48" x 60".

Fill—label—fill and label
As desired with Biner Siegrist equipment
Write for brochure and further details

See us at the West Coast Packaging Show, Booth No. 707

THE BINER SIEGRIST MACHINERY MFG. CO.

1101 North Main Street
Los Angeles 12, Calif.

conserving and strengthening their plans to put up a strong fight to regain lost markets when ample, properly priced materials are available.

Wooden box and crate producers have benefited by increased lumber prices because box users have hustled to make commitments before shock costs joined the price rise. It appears unlikely that there will be any surplus lumber waiting for a home in box shock this year. The independent nailed-wood and wirebound-box producers are much more optimistic now than at the same time last year. Increased buying in some lines is evident. Operating economies have permitted a slight scaling down of vegetable-crate prices. A rise in basket prices has led marketers of soft fruits to analyze their costs and some switching to nailed boxes is possible.

Transparent containers and wraps are continuing to enjoy an increasing demand, with many new products being added and others still in the experimental stage. As self service grows, so, it seems, does visibility packaging. For this reason, if for no others, there is increased optimism.

Full realization of the inevitable growth of the container and packaging industries on the West Coast by both producers and users of containers can do much to aid its future economic welfare. Let us not forget this fact and the future can be approached with renewed confidence.

Sampling ideas

(Article continued from page 143) of cases has surprised the users of these miniatures in opening many new sales fields.

CREDITS: Blu Vel-vette unit packages, Liquifoil Packaging Co., Los Angeles. All unit-packaged sugar samples, Adolph's Meat Tenderizer, Boraxo and Luron samples, B-Y's tablet packets, Wm. Stevens Co., Los Angeles. Cellophane for sugar samples, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.; converters and printers, Milprint, Inc., Milwaukee, Wis., and Shellmar Products Corp., Mt. Vernon, Ohio. Laminated Pliofilm and aluminum foil for Blu Vel-vette, The Dobeckmun Co., Cleveland, Ohio, and Shellmar Products Corp.; Kromkote paper for folders, Champion Paper & Fibre Co., Hamilton, Ohio. Boraxo and Luron dispensing cartons, Standard Paper Box Co., Los Angeles. B-Y's folder, Master Carton Co., Los Angeles.



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... for LIFE of
CONTAINER and PRODUCT










Upressit is the easiest cap for your customers to use. It snaps off and snaps on with finger pressure. The seal is air-tight and liquid-tight . . . reseals perfectly, too.

A visible tamper-proof over-seal assures users that the contents of the container are intact. No inner seal is required.

The Upressit cap and over-seal require little labor to apply by hand, or by semi-automatic or fully automatic machine.

Your product identification can be lithographed on the cap.

Upressit caps range in size from 26 mm. (3/4" nozzle) to 107 mm. (4" nozzle).

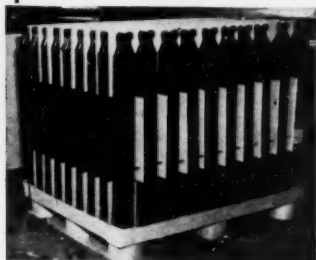
Write for further information and prices.

See us at Booth 404A, Third Western Packaging and Materials Handling Exposition, Civic Auditorium, San Francisco, Aug. 16-18.



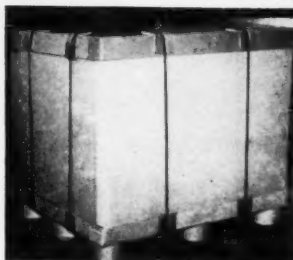
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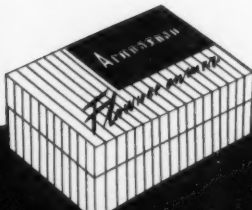
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Firms in every line praise Acme's complete packaging service. They know they can depend on our knowledge of the competitive merchandising conditions of the Western market, our designing know-how. Specialists in color printing. Complete designing service.

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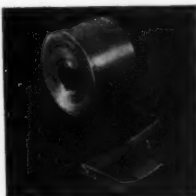
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Available on special order in colors, (opaque or transparent) and in special widths and gauges.

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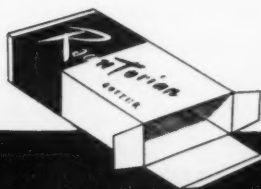
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Specialists in color printing with full facilities for design. Know-how that means added sales for you. If you're doing business in the West, perhaps we can help you through our intimate knowledge of modern design in packaging, our familiarity with all phases of merchandising.

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EYE CATCHING

Labels



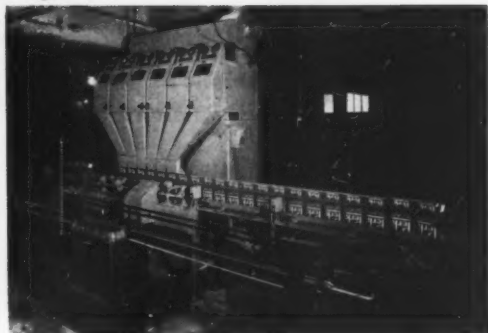
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PRINTING AND LITHOGRAPHING CO.
SAN FRANCISCO, CALIFORNIA

JULY 1950

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A recent packaging cost study of 31 plants was made in a single territory. In each of these plants modern Triangle machines replaced obsolete machinery or hand packaging methods. Results: these packagers took a telling swipe at their high break even points by transferring an average of 65% of their packaging costs to profits.

The case histories following cover a few typical Triangle installations studied:

A cracker baker paid for his automatic Triangle machine in 6 months out of savings and then began to add \$16,000 a year to his net profit. A noodle manufacturer cut his packaging costs \$12,000 a year.

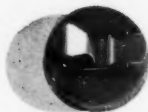
A small cookie plant saves \$50 a week with a single semi-automatic Triangle machine. A candy packer reduced costs \$60 a month, and a potato chip manufacturer cut his packaging force from 14 down to 8 girls and yet increased his output.

If you package any dry product into any style container by weight or by volume, Triangle has the machine for you. For complete recommendations, send Triangle a sample filled package and state production required.

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Housewives will eagerly reach for the jar capped by a
drip cut disposable closure. This functional top with the stainless
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new sales booster... *drip cut* disposable closures

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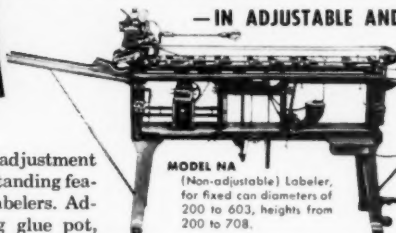
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- label cans automatically
- up to 800 cans per minute
- simple to adjust and operate
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Extreme simplicity of adjustment and operation are among the outstanding features of portable FMC-Kyler Labelers. Adjusting for container size, filling glue pot, inserting labels—all are quickly done from operating side of machine by even an inexperienced operator. Complete automatic controls include feed can spacer, label replenishing signal, and momentary power shut-off to avoid jamming. Designed for equally high efficiency at maximum capacity or at low speeds. Models available to handle from 200 to 603 can diameter, 200 to 708 can height.



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for fixed can diameters of
200 to 603, heights from
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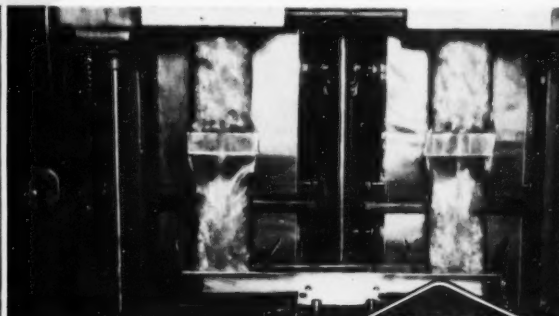
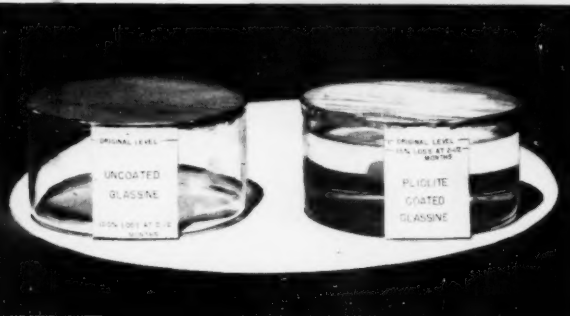
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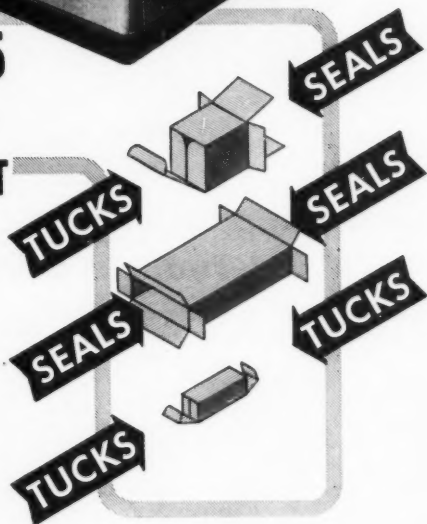
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Charles A. Southwick Jr. • Technical Editor

Pliofilm

A REVIEW OF ITS PROPERTIES AND A REPORT ON THE NEWER

FORMULATIONS AND THEIR APPLICATIONS. By N. D. Coulter* and P. J. Vaughan†

Pliofilm, a homogenous plastic film, was commercially manufactured and introduced to the market in 1934. For a number of years the primary commercial uses for the material were in the fabrication of raincoats, capes and other specialty items. The film possessed many desirable packaging qualities and it wasn't long before uses in the field of packaging developed.

Low water absorption and good dimensional stability promoted use as bottle-cap liners and these qualities, combined with its strength, led to the development of a new-type, "pick-up" retail pouch for pickles in brine. Then came a process for the curing of natural cheese using Pliofilm, followed by its introduction into the packaging of natural and processed cheese. Methods were also developed for packaging of consumer units of hygroscopic pharmaceutical products.

Then Pliofilm went to war and was used extensively for Method II-A packaging of airplane motors and associated high-priority items to eliminate the necessity of generous grease applications to prevent corrosion. Postwar applications accompanied by cooperative development with packaging-machine manufacturers have broadened Pliofilm's use to scores of diverse products for which the properties of durability, transparency and water-vapor protection recommend it.

Pliofilm is a material quite different from most transparent films. The pages following will describe fully its

structure and characteristics, but its outstanding characteristics are:

1. *Durability and ruggedness.* It is a monolithic film and is unaffected by changing weather and humidity conditions. It will stand considerable abrasion and abuse and will not shatter or run when punctured.

2. *High moisture protection and flavor retention.* Pliofilm does not depend on coatings for various physical properties. It offers outstanding water-vapor protection even when fabricated or printed. In addition, the heat seals are welded seals of the

Pliofilm itself. These excellent properties make for packages with high degrees of both moisture control and flavor protection.

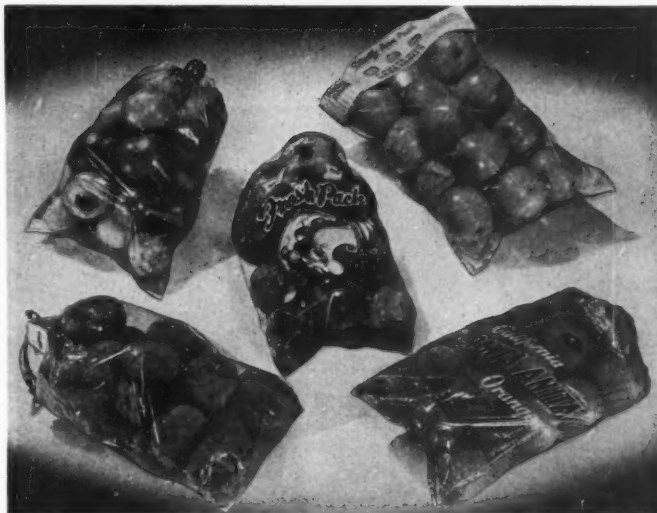
Formulation and manufacture

Pliofilm is plasticized and stabilized rubber hydrochloride. This resin product is cast from a solvent solution to form a transparent homogenous film.

Rubber hydrochloride was first described by Matthews (1)¹ in 1805 and the first patent reference for its use

¹ Numbers in parentheses identify "References" appended.

HEAVY PRODUCE items are big users of Pliofilm bags. Photo shows various types of closures—drawstring, elastic, paperboard handle-header.



* Packaging Development, Chemical Products Development Division, The Goodyear Tire & Rubber Co., Akron, Ohio.

† Technical Service, Chemical Products Development Division, The Goodyear Tire & Rubber Co., Akron, Ohio.

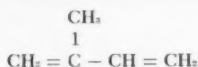


MEAT CUTS that are heavy or bony are safely pre-packaged in Pliofilm. A special FMI grade has been developed for the pre-packaging of red meats.

for practical purposes was issued to Lamb (2) in 1880. Since that time there have been numerous developments involving derivatives of natural rubber for coating and impregnating compositions, synthetic fibers, films and sheet materials. Products resulting from the reaction of natural rubber with the hydrogen halides (3), sulfuric acid (4), halogenated acids of tin (5), oxychlorides (6, 7), organic halides (8), nitroso compounds (9)

and thiocyanogen (10), have formed the basis for these developments.

Natural rubber is usually shown with the formula $(C_5H_8)_nX$ where "X" is greater than 6,000. This basic molecule in the composition of rubber, isoprene, has two double bonds distributed in the 1-3 configuration and may be represented thus:



Natural rubber, treated with hydrogen chloride, shows a loss of one double bond for each C_5H_8 grouping in the molecule when the reaction is carried to saturation. The resulting product is inert and possesses none of the elasticity of the original rubber. When this reaction is carried to only partial saturation, according to Calvert (11), a stable composition is obtained that is relatively inert and retains the property of extensibility. This operation serves as the basis for the manufacture of Pliofilm.

Briefly, a specially purified grade of natural rubber is appropriately milled and dispersed in an aromatic hydrocarbon solvent. The hydrochloride addition product is formed by treating the rubber dispersion with gaseous hydrogen chloride under precisely controlled conditions. On completion of the reaction, the rubber hydrochloride is stabilized and compounding ingredients added. The resulting cement is cast in a flat sheet

on a moving belt and carried into driers where the solvent is evaporated and recovered. By varying the identities and quantities of compounding materials, films covering a range of flexibility, water-vapor-transmission rates and gas-diffusion rates are obtained.

It is possible to "tailor" the film for specific physical properties in an application where a sufficient volume is involved to insure economy.

An example of this is the MW Pliofilm (Margarine Wrap Pliofilm) which was developed for what is perhaps the most severe service usage to which any flexible transparent package has been subjected. The margarine package containing the color capsule required a film of extreme toughness and high elongation in the kneading operation. The basic rubber hydrochloride polymer was blended with a resinous-type plasticizer which would be non-extractable and give the exacting properties required. It was necessary that the MW film be highly resistant to punctures and retract to the original dimension after kneading. After the coloring process is complete, the pouch is placed in the original carton for chilling.

Another example is the very recent development of a special "red meat" Pliofilm, designed to meet the needs of the growing fresh meat pre-packaging field—particularly to maintain the original, desirable color of red meats. The product of considerable research and much field testing, the new FMI film is non-fogging and free of blocking tendencies. A yield of 31,000 sq. in./lb. in the 0.8-mil thickness makes it economical. Its tear strength runs 1,200 gm./mil and drop height is 35 in. at 32 deg. F. with no shattering; these strength qualities permit the film to be used on heavy cuts and cuts with sharp protruding bones which would easily tear other films. It is reported to have reduced rewrips and double wraps by 95%; tighter, neater wraps are also possible because of the natural stretch of the film. It has the usual easy and positive heat-seal characteristics of Pliofilm.

Grades and properties

Currently, transparent Pliofilm is made in 12 compositions and eight gauges for a total of 25 types of film. Table I lists the commercially available films, together with their average water-vapor-transmission rates (obtained by the General Foods

ROLLER SEALER is recommended for heat sealing of Pliofilm to avoid distortion of film. At left, a wedge of cheese is pre-packaged with rotary hand sealer. Another closure method (shown at right) is a simple twist and string tie, drawing the film snugly to the product.



TABLE I—WATER-VAPOR TRANSMISSION RATES OF PLIOFILM
(Gms./100 sq. in./24 hrs. 100 deg. F. and 90% relative humidity, using General Foods test method)

Film Type	Gauge							
	40	80	100	120	140	200	235	250
N1	5.0	1.45	..	0.75	0.50
N1D	0.30
N2	..	1.75	..	1.00	0.80	0.45
N3	1.00
P4	1.80	1.30
P4.5V	1.40
P6	2.00
FF	..	5.50	4.50	3.80	3.30	1.20
FM	3.80	3.30
FM1	..	15.5	10.5
MW	1.25	..
HP	5.3	4.7
Yield sq. in./lb.	55,000	31,000	24,000	21,000	17,000	12,000	10,800	9,500

Notes:
 "N" type films have the lowest water-vapor-transmission and gas-diffusion rates (the most moisture-proof). They have good strength and tear-puncture resistance, but are not used for low-temperature packaging.
 "FF" type films are less moistureproof (higher WVTR) than N films, but are tougher and more flexible.
 "FM" and "H" type films have very high strength, abrasion and tear-puncture resistance with lower moistureproofness. Very good low-temperature characteristics.

method) and outstanding characteristics. The unit gauge is one one-hundred-thousandth of an inch. For example, a one-mil film is 0.00100 in. thick or 100 gauge. In addition to the films listed, a special cream opaque film is made for use as a casing in the meat industry.

A very thin-gauge film (40-gauge N1) is produced by a process known as "tensilizing." Plio film is normally crystalline, but becomes amorphous or plastic when heated to about 225-235 deg. F. At temperatures somewhat below this range the film may be stretched to 400% area increase to obtain significant improvement in strength and impact resistance. Controlled heating and stretching permits immediate recrystallization and a film is produced that is dimensionally stable at normal temperatures. The film shows orientation in the direction in which the stretch of the material was accomplished.

When heat is applied by hot-air blast or immersion in hot water, the film retracts to original dimensions. The retraction takes place in the direction the film has been stretched. Advantage may be taken of this property to shrink down wrappings for a form-fitting wrap where the shape of the product is fairly regular. Very sharp depressions will be bridged.

The cling of 40-gauge N1 to surfaces has been employed to advantage in the development of a natural cheese-curing process. The formed cheese curd is wrapped in this thin Plio film

and stored under cool temperatures in boxes of special construction. The thin film clings tightly to the cheese and eliminates air spaces in which mold could grow.

The general properties of Plio film, based on test results on a general range of widely used films, are given in Table II.

All types of Plio film are permeable to gases, ranging from a very low permeability for the low-plasticized films to medium values for the more highly plasticized films. Table III



AUTOMATIC MACHINE (Haysen) wrapping and sealing fruit cakes in Plio film. Film is fed through the machine from a roll.

lists these average values for carbon dioxide.

It has been determined that various gases diffuse through Plio film in definite relationship to one another, so that if the values are known for one gas the rates of diffusions for other gases through a given type and gauge

CASINGS for processed meat loaves. Note the quality of printing.



can be approximated by using the following ratios:

Hydrogen	1.0
Helium	0.65
Oxygen	0.45
Nitrogen	0.16
Carbon dioxide	2.90

Heat sealing and handling

Rubber hydrochloride will seal to itself, giving a weld that is integral and as strong as the original material. The accomplishment of the heat-seal-

TEXTILE ITEMS with long shelf or storage life are well protected in Pliofilm because of the strength of the film and its resistance to drying out.



PLIOFILM-LINED bag makes a package highly protective to products with volatile flavors.



TABLE II—GENERAL PROPERTIES OF PLIOFILM
(Covering the general range of widely used films)

1. Density	1.11
2. Tensile strength	3,500-5,000 lbs./sq. in.
3. Tear	200 gms./mil (Elmendorf)
4. Folding endurance	50,000 (Schopper)
5. Bursting strength—Mullen	Cannot be determined due to stretching of film.
6. Elongation	500%
7. Impact resistance	greater than 60 in. with 1-in. steel ball at 77 deg. F. (235 MW film)
8. Puncture resistance	Excellent
9. Water absorption on boiling	6-7%—does not weaken
10. Resistance to organic solvents	Soluble in hot aromatic hydrocarbons, chlorinated solvents, some esters and essential oils
11. Resistance to oils and greases	Impervious
12. Resistance to acids and alkalis	Unaffected
13. Resistance to sunlight	Fair
14. Resistance to abrasion	Excellent
15. Printing	Letterpress, aniline and rotogravure
16. Flammability	Self-extinguishing
17. Toxicity	None
18. Maximum width	54 in.
19. Dimensional stability	Unaffected by humidity changes
20. Mold growth	None
21. Volatility	None
22. Static	Yes
23. Insulating value	1.58 BTU/hr./ft. ² /in. thickness/deg. F.

ing operation will be governed by:

- (1) Temperature employed.
- (2) Time of dwell of the heat-sealing platens.
- (3) Pressure at the point of seal.
- (4) Thickness of the film.
- (5) Type of film.

In the usual method of heat sealing, heat must be driven through at least one thickness of film to the interface where sealing is to occur. On slower hand-sealing operations, a temperature of 225-275 deg. F. on the sealing platen may suffice, while high-speed machine operations frequently require higher temperatures to develop a sealing temperature at the film interface. Time of dwell of the heat-sealing platens is necessarily controlled by the speed at which it is desired to operate. Pressure on the film at time of sealing must be regulated so that the softened rubber hydrochloride will not be pressed out to produce a thinner gauge along the line of seal that would be of lesser strength than the original film. Pressure should be sufficient to insure positive contact for heat transfer. Use of a resilient back-up material is desirable. Obviously, the heavier the gauge of the film the higher will be the temperature required to reach sealing temperature at the interface.

Since rubber hydrochloride becomes

amorphous and plastic at sealing temperatures, roller sealers (free-turning, revolving heated rollers which roll with the film) are required for heat sealing. There is a tendency for the film to drag and distort if sealed by sliding over a fixed-position platen. On discontinuous-motion sealing machines, where the film or package is arrested in motion, the sealing platens are mechanically activated so that they are advanced to seal the package and retracted before the motion of the package is resumed. On continuous-motion machines, the flat plates are replaced by rollers or revolving bar sealers where the linear speeds of these elements are timed to correspond with the surface speed of the package. This removes the objection of sliding action between the sealing element and the film.

The conversion designs for this change in sealing platens have been accomplished for many of the standard automatic bag-making and carton-overwrap machines. In a number of models these special designs are available on new machines, or inexpensive parts may be obtained for the conversion of older machines with conventional-design sealing platens. These alterations do not interfere with satisfactory sealing of coated cellulose films or papers, as the roller sealers or mechanically activated sealing bars

TABLE III—AVERAGE PERMEABILITY OF PLIOFILM TO CO₂*
(cc/100 sq. in./100 hrs. @ 760 mm. and 77 deg. F.)

Gauge	N1	N2	P4	P4.5V	P6	FF
80	180	500	2,900
100	2,700
120	150	190	1,000	..	1,300	2,500
140	125	170	580	950	..	2,300
200	..	100
250	180

* By Packaging Institute Tentative Method (MODERN PACKAGING, Oct., 1946, p. 151).

operate satisfactorily with these materials as well as with Pliofilm.

Pliofilm can be easily tubed, tucked, folded and formed by conventional methods on existing automatic packaging equipment. It is, in some cases, necessary to provide film transport belts for conveying of the film over unbridged areas, since large areas of soft types of film are not sufficiently rigid to be pushed into position.

In the manufacture of bags from a more flexible Pliofilm grade such as FF, a narrow web of light paper is fed under the tube-forming mandrel with the film to provide sufficient stiffness to facilitate conveying and stacking.

The speed of automatic bag-making and overwrapping equipment is not materially reduced with the use of this film, but more careful adjustment of sealing temperatures is necessary. Reasonable care in the alignment of folding plates, gusset plates and sealing bars to prevent undue friction and "drag back" of tucks and folds will insure satisfactory operation.

The resistance of Pliofilm to the absorption of water vapor and the absence of water content in the film promotes the generation of static when rolls of Pliofilm are unwound under low-humidity conditions. The common practice of using approved static eliminators and adequate electrical "grounding" of the machine handles this problem.

Adhesives and solvent bonding

Adhesives are available for bonding of Pliofilm to Pliofilm and other common packaging materials. Pliofilm may be laminated to cellophane, acetate, saran and paper when special properties and types of packages are desired.

P6 Pliofilm laminated to P4 Pliofilm is used for packages containing liquids, such as pickles, olives, sauerkraut and oysters.

Pliofilm laminated to other imper-

vous transparent films is used for vacuum packaging of bacon, cold meat cuts and nut meats. Extremely long shelf life is obtained with this type of package due to a combination of tight seals with almost complete exclusion of oxygen.

Lamination to paper in the form of bags gives a composite structure that has improved the packaging of coffee.

Lamination is accomplished with the use of either lacquer-type or water-dispersed adhesives. The lacquer-type adhesives may be resin-modified butyl, Neoprene or Chemigum rubbers dissolved in low-boiling solvents. In practice, the adhesive is spread in a thin, even coat on the less extensible of the two films by roller equipped with a doctor blade, a reverse-roll coater or a gravure roll, as desired, and the solvent evaporated. Immediately after complete evaporation of the solvent, the films are joined by a rubber roll under considerable pressure.

Dispersion adhesives are usually modified latices of suitable synthetic rubbers. The absorption or evapora-



LIQUID-PACKED products can be contained in Pliofilm because of film's moisture retention, strength and sealing qualities.

tion of the water phase leaves a tacky continuous film of the dispersed polymer. This type of adhesive has advantages where a porous surface is present to absorb the aqueous phase, or where the odor or explosive hazard of solvent adhesives may be objectionable.

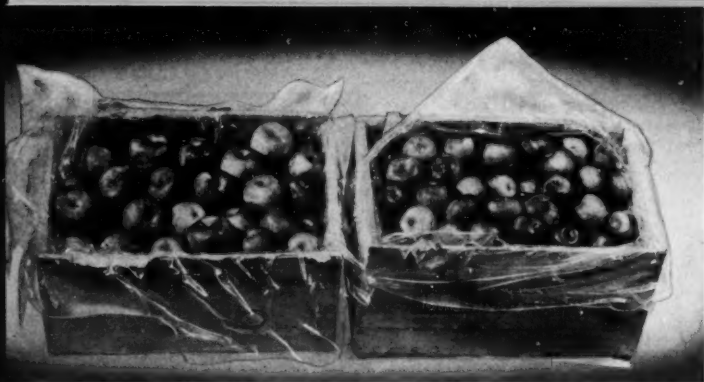
The¹ development of both lacquer and dispersion-type adhesives for Pliofilm with very strong bonding qualities and excellent aging characteristics makes possible the manufacture of adhesive-sealed Pliofilm bags. Substantial savings are possible in the manufacture of these bags on standard bag-making equipment.

Pliofilm may be solvent sealed by the addition of toluene or dibutyl phthalate diluted with acetone to the

ONION PACKS have used several million Pliofilm bags in the last year. The two bags illustrated below are typical examples of this use.



POMO PHOTO COURTESY SHELLMAR PRODUCTS CORP.



CASE LINERS of Pliofilm are said to maintain orchard freshness of apples, keeping color and ripeness at desirable levels for months.

surfaces to be joined. Under these conditions, the minimum sealing temperature at the interface may be reduced by as much as 40 deg. F.

Printing

Plioilm may be printed by letterpress, aniline or rotogravure processes. A letterpress ink is made of a modified alkyl type of resin, drier and pigment dispersed in aliphatic solvent and is employed in operations where a limited quantity of material is to be printed or a rapid plate change is desirable. The rotogravure type of printing is accomplished with resins based on chlorinated rubber or vinyl resins on the equipment now being used in the converting industry. Since Plioilm is not affected by alcohol-type solvents, the adhesion of aniline-type inks is not satisfactory on the more highly flexible grades of Plioilm. Special aniline inks have been developed to meet this problem.

Applications

The superior qualities of Plioilm which can be used in whole or in part to engineer specific packaging applications can be summarized as:

- (1) Strength and durability.
- (2) Moisture retention.
- (3) Flavor retention.
- (4) Transparency.
- (5) Controlled gas diffusion.
- (6) Ease of fabrication.

Let's take some specific packaging examples:

One of the big packaging trends in 1949 was the swing to Plioilm bags for pre-packaging of apples, oranges, onions and other heavy produce items in carry-home quantities of 3-lbs. or

more. This application used primarily Plioilm's (1) physical strength, (2) transparency and (3) ease of conversion, with (4) moisture retention and (5) controlled gas diffusion playing minor roles because the bags were usually perforated or ventilated. This marked trend has resulted in profitable sales stimulation at the grower, repacker and retail levels, and successful commercial operations are being applied to all types of heavy produce items in 3-, 4-, 5-, 7- and 8-lb. Plioilm bags.

Originally, FF Plioilm was used in the manufacture of these produce bags. This film was designed for frozen-food applications (hence the FF designation) and it proved satisfactory for the produce application. It was felt, however, that a special, stronger film of this type would be advantageous, particularly for grower-level shipments. As a result, a film twice as strong as FF was developed and is now manufactured for this purpose under the designation HP Plioilm. The HP film, in addition to its great strength, contains a new antiblocking agent to eliminate bag-blocking tendencies.

Another 1949 development was the swing to transparent packaging in the dried-fruit industry, particularly with attractively printed bags. Plioilm is a major factor in this industry because of its basic qualities (listed in order of importance) of (1) moisture retention, (2) transparency, (3) controlled gas diffusion, (4) physical strength and (5) ease of fabrication.

In the squeezable oleomargarine pouch described above, the great mechanical strength was, of course, by far the most important factor.

In the liquid-pack field, Plioilm is the most widely used film today pri-

marily because of its completely welded seal which gives it (1) moisture retention and (2) physical strength, while its (3) transparency gives it the impulse sales appeal.

Although little mention has been made of Plioilm's flavor-retention qualities, it obviously follows that any material which can produce completely welded seals and low moisture and gas-diffusion rates will also do an excellent job of retaining the savory flavor of foodstuffs. This has been demonstrated conclusively in the cheese and coffee fields.

Plioilm's packaging successes go beyond the food field into spark plugs, zippers, textiles, airplane engines and many others. It is in these fields that the durability of Plioilm frequently is the deciding factor in its favor in the choice of packaging materials. As mentioned previously, it is not dependent on coatings for any of its characteristics and it has exceptional flex and stretch characteristics which enable it to "roll with the punches." It does not dry out and won't shatter or run even when punctured.

Briefly, applications of novel and unique nature are constantly increasing with an elaborate range of products now being packaged. Whether low or medium water-vapor-transmission, low or high gas-diffusion values, form-fitting or conventional wraps are required, combined with durability, flexibility and transparency, there will be a Plioilm for the purpose.

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Aniline printing—II

CONSIDERATIONS OF INKS AND COATINGS AND THEIR PROPER SELECTION

FOR THE PACKAGE JOB. By Douglas E. Tuttle and O. C. Holland*

The first part of this article, published in the June issue, traced recent developments broadening the advantageous applications of aniline printing in packaging, with particular attention to the various types of presses and their typical uses and the preparation of cylinders and plates. This is the second and concluding installment.

Oddly enough, the aniline dyes which gave aniline printing its name are little used in today's rotary rubber-plate printing. Probably less than a fifth of modern aniline inks are made with dyes. Scientific research and practical experience have developed entirely new and different aniline inks in the last 20 years. The remarkable characteristics of these new inks were undreamed of by package users of 1930.

A good 80% of today's aniline inks are pigmented. They may be had in various degrees of opacity and in all colors. Pigments used are the same as those used in letterpress, offset and gravure—including all the lightest colors for these processes.

Pigmented inks consist of finely ground pigmented inks dispersed in a solution of solvent (primarily anhydrous ethyl alcohol) and resins. They are fluids, not pastes, and may be shipped in concentrated (toner) form or ready for the press. Drying of these inks is mainly by evaporation of the solvent with a degree of absorption, depending on the type of solvent and stock used.

Dye inks of the aniline type consist of dyes in a solution of solvent and resins. Mainly the basic alcohol-soluble dyes are used—with some exceptions for special jobs. These dyes are derived from coal tar and today cover the entire hue circuit.

All dyes are transparent and most of them are fugitive to light. The few lightfast dyes existing which are suffi-

ciently soluble and stable for use in aniline inks do not cover a full color range. Being transparent, dye inks blend readily to make other colors in overprinting. The bleeding of one dye into another is easily prevented by proper initial ink formulation and by proper care and precaution by the pressman. Even pigmented whites of the alcohol-solvent type may be printed over dye inks without objectionable bleeding if properly handled.

Despite their limitations, aniline dye inks make possible a wide variety of color effects for package users. They are relatively low in cost and their transparency often serves a useful purpose where lightfastness is not required. The overprinting of one dye ink over another gives a three-color effect with only two impressions. And the brilliancy of these transparent colors makes them particularly popular for printing and coating on foil and similar stocks.

Printing with dye inks is clean and sharp and the colors are brilliant. Color uniformity is today maintained throughout press runs with expert pressmanship and covered printing units which prevent excessive solvent evaporation. The drying rate of aniline inks (with alcohol solvent) is extremely fast. They are rapidly absorbed by porous stocks and dry suffi-

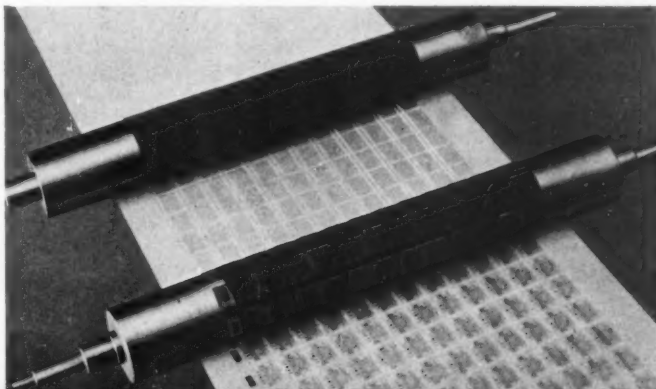
ciently for immediate rewind with a very short web travel. Heaters are not ordinarily required for drying dye inks except for certain hard-surfaced stocks and cellophanes.

The true solvents used in aniline inks serve several important purposes. In dye inks they dissolve the dyes and resins, while in pigmented inks only the resins are dissolved and the pigments held in suspension. For both types the solvent serves as a vehicle to carry the color and resins up to the plate. Solvents also control the ink drying rate. The more rapidly they evaporate, the faster the ink dries.

Water serves as a solvent in certain aniline inks of the emulsion type. These are most often used to print very porous stocks. Actually the water is not a true solvent. But with varnish and emulsifier, it makes an emulsion with the pigments. In this case, initial drying is largely by absorption. Water-emulsion aniline inks are chosen primarily for work demanding low-cost printing on stocks made to take them. Such inks are not intended for gloss or finish, but are good where a velvet matte finish is desired.

Some solvents have destructive effects on natural rubber. But, fortunately for the package user, excellent synthetic rubber is now available for aniline plates and rolls. This rubber

1. MOCK-UP illustrates how tint block and overprinting are applied by two rollers in sequence in a single pass through the aniline press.



* Both of the International Printing Ink Div., Interchemical Corp., New York.



2. CELLOPHANE and other hard-surface materials require the use of inks that dry by evaporation; pigmented aniline inks give excellent results. PHOTOS 1 TO 5 COURTESY MORTYPE CORP.



3. BASE COATING of an opaque ink provides a background for two additional colors on this cellophane job. The final result is an opaque wrap.

is not affected by any of the solvents used in aniline printing and is physically tougher in some respects than natural rubber.

A brand new development still in the experimental stage is the application of a synthetic-rubber coating to aniline rollers made of natural rubber. This means that aniline printers may soon be able to convert their presses to use the newer solvents at very little cost. The saving is passed on to the package user in the form of lower operating and conversion charges.

Special printing problems may call for solvents needing synthetic rolls and plates. To print Pliofilm and vinyl films properly, the ink must "bite" into the surface or at least form a tight bond. And to do this, solvent additions (which affect natural rubber) are often required.

The resins and gums used in ordinary aniline inks are alcohol soluble and not compatible with water. They will precipitate if the ink absorbs too much moisture. The gloss and other properties of each ink are determined by the resins and gums used. They help the ink to bind on hard-surfaced stocks and sometimes aid the solvent to bite into special films. Another of their functions is to help keep the finely ground pigment suspended in the solvent and assist in carrying it up to the printing plate. They give a certain amount of protection to the printed film and will not affect its color if carefully chosen for non-yellowing properties. Special gums and resins are used to give "slip" to aniline inks so that printed surfaces slip over each other without scratching or rubbing.

The great variety of resins and gums suitable for aniline inks is a boon to package users. So many different ink and coating properties are made avail-

able that practically all package-printing problems (involving varnish characteristics) can be solved by one or more combinations of resins and gums. This wide range of varnish types often permits special stocks to be printed on standard aniline presses at reasonable cost and with excellent results.

Pigments for aniline inks are the familiar whites, blacks and all colors (organic and inorganic) used in other types of inks. They are finely milled to produce the best printing properties in a fluid ink. There are special pigments where extra gloss, light permanence, lack of odor, bleed resistance or alkali-proofness is specified. Still others must be used for butter or bacon wraps and for similar food-package work.

As in all printing methods, pigments used in the aniline process are chosen to meet individual problems. The more requirements specified (as alkali or lightproofness) the more limited the choice of pigments and range of colors.

Coatings, tints, varnishes

The aniline process is a natural for applying coatings and over-all tints to all types of papers, boards, cellophane and plastic films. Plain rolls of either natural or synthetic rubber replace the printing plate to apply a smooth, even film to the stock.

Coatings of the aniline type have suddenly changed the entire complexion of the container-printing field. They are used to hide the typical brownish surface of container boards. As a result, customers may now get brilliant, all-over background colors at low cost. Each container can have its own identity apart from the printed design. By obviating the natural tan or brown background, new color schemes are possible.

Aniline coatings are pigmented for opacity and made to meet the needs of each job. They consist of pigment, varnish, solvent and added gums or resins as called for. Some are compounded for extra gloss and color strength. All coatings must present a good printing surface to accept the inks which follow.

Some aniline tints are made of dye, white pigment, solvent and varnish. An all-dye tint (without pigment) is transparent and generally used on white or very light stocks only. Dye tints will not show on stocks darker than the tint itself. Where lightfastness is necessary, 100% pigment formulations are used. And the pigments are specially selected for permanence in light tints.

Colorless coatings for functional or decorative purposes are also applied on aniline and Anilox presses. Some are called "anchor coats." This type of coating first forms a bond with the film and then with inks run over it. Solvents, gums, resins and special compounds are chosen to suit the requirements of each job. They are usually clear or "water white."

Some types of lacquers are also in the aniline family. They may be true nitrocellulose lacquers or other types with better gloss and desired functional values.

Aniline overprint lacquers and varnishes must not redissolve the inks over which they are printed. Varnishes are often applied immediately after printing by the last unit of the press. In such cases, the printing is heated or otherwise dried as much as possible before hitting the varnish unit. Skilled aniline printers with the right inks and varnishes can assure the package user of excellent finish on types of work previously not practical from a cost standpoint.

Each aniline package-printing job needs the right ink for best results. The wise package user knows this in the light of past experience. Generally he gives complete ink specifications to his package printer and depends upon him to see that they are met. This procedure is entirely satisfactory if the ink "specs" are comparatively simple, if only one printing plant is involved and if color uniformity is not a major factor.

When the package printer is but one of several (in different locations) who will print the same package or related packages in a brand family, then ink specification is not such a simple matter. It becomes even more complicated if the same colors are wanted on different stocks and special characteristics are specified (as rub resistance, lightfastness, etc.) for either all or a part of the package family. Then the package printer will ask his ink maker to work closely with him and with the package buyer.

Since colors with special characteristics usually cost more than ordinary inks, the ink maker may often match various colors in both types. The lower-cost inks may then be used for packages which are not required to be lightfast, rub-resistant or water-proof.

Soft, absorbent paper and board print best with inks which dry by absorption. Water-emulsion-type inks are well suited for a wide range of absorbent stocks. They are low cost, practically odor free, set rapidly, re-

main stable on the press and come in most colors (as well as whites and blacks). Such inks give a velvety, matte finish.

Aniline inks formulated with aliphatic hydrocarbon solvents have been used to produce some of the sharpest low-cost printing yet turned out on soft, absorbent stocks. These inks have shown excellent printing qualities and offer a more complete color range than water-emulsion inks. They are free of objectionable odor, set quickly for immediate rewind (on absorbent papers) and are remarkably stable on the press and require no release of impression cylinders even for long shut-downs. Also, color is uniform throughout press runs, since solvent need not be added during the run.

Hard-surfaced stocks demand inks which dry by evaporation. Stocks of this type are glassine, metal foils and the various cellophane films. Plastic films come under the same heading, although many of them are really soft to the touch (as Pliofilm and polyethylene). Printing of these stocks calls for skill on the part of both printer and ink maker.

Ink makers produce special inks for hard-surface jobs. Pigmented aniline inks are most often used. These consist of pigment, solvent, resin, plasticizer and often a compound for gloss, slip or other special property. The solvent is usually proprietary-grade anhydrous ethyl alcohol. Glassine bags are often printed with dye inks made

of dyes, solvent and varnish. Some plastic films, such as polyethylene, require an "anchor coat" for best adhesion of ink to film.

In the bag-printing field, kraft and sulphite stocks are often printed with dye inks, where lightfastness is not required. Such inks are made with selected dyes, solvents, varnish and those resins or compounds needed for special properties (such as rubproofness, gloss, etc.). Pigmented aniline inks may also be used on kraft and sulphite stocks if desired. They are a matter of course where opacity and lightfastness are wanted. For whites, a titanium dioxide or similar pigment is used.

Equipment for drying

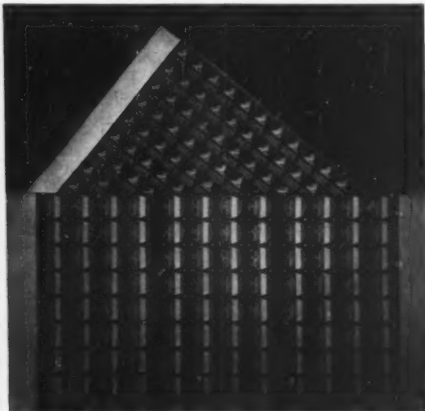
The drying of aniline inks on hard-surfaced stocks is speeded up by various methods of applying direct heat, heated air or blasts of fresh, cold air. Installations of many types are used, depending on the particular press and class of work done on that press. A system which forces a blast of hot air against the printed web, in a direction opposite to that of the web travel, is considered best, although hot bars (electric strip heaters) and heated rollers may also be used.

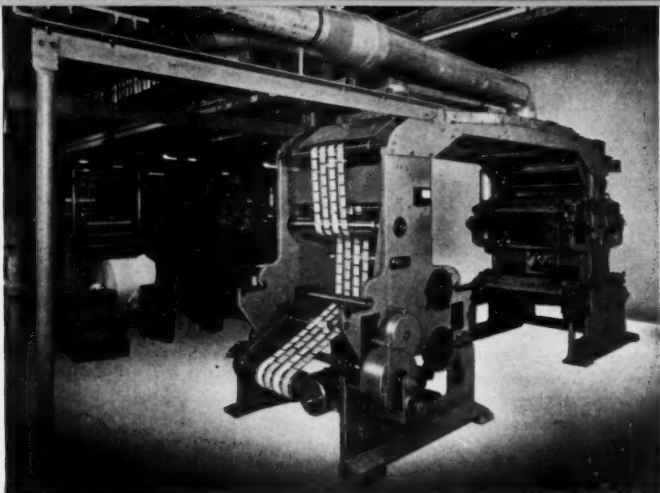
Gas jet or ribbon burners are often used to fuse aniline inks to moisture-proof cellophane and sometimes to dry them to a certain extent. They are usually installed with automatic controls to shut the gas off when the press stops and turn it on when the

4. FOLDING CARTONS with absorbent surfaces may be printed with water-emulsion inks that dry by absorption. They have the advantage of setting rapidly and give a velvety, matte finish.



5. GANG RUNS of gummed paper labels. These labels are printed in a single pass through the aniline press, in either one or several colors.





6. INK-DRYING SYSTEM on this four-color, stack-type press, handling webs up to 30 in. wide, is forced hot air. Presses of this type are designed primarily for printing on cellophane, but they will handle all grades of paper and light-weight paperboard at speeds ranging up as high as 500 ft. per minute.

PHOTO COURTESY KIDDER PRESS CO., INC.

press is restarted, gas or electric igniters relighting the gas.

Because ink drying speed largely determines the speed of aniline press production, the efficiency of heating systems is of great interest to package printers and users alike. Experience has proved that well engineered, forced-hot-air systems are best for all-around aniline printing on both large and small presses. The cost of a good hot-air system may run from \$2,000 to \$6,000 per press, depending upon press size and the job to be done. The increased output per press, higher quality printing and reduced stock waste made possible with such systems will amortize the cost in short order—often in less than a year.

Commercial printing speeds

Press builders and ink makers are frequently asked for general tables of aniline printing speeds on various stocks for so-called "standard" types of work. Unfortunately, it is not practical to issue such tables and those who do release them soon regret their action. The reason is that too many different factors are involved in every aniline printing job—stock, type of inks, type of press, kind of ink-drying system, plates, design, printed area and many others.

However, it is possible to report the printing speeds of various jobs now running or recently off the press with the definite understanding that

they are merely examples and nothing more. Each refers to a particular job, a particular press and a particular set of conditions, and the speed reported applies to this combination only:

MST cellophane bread wrappers in two colors—run at 235 ft. per minute on a 30-in. web. These are slit at the rewind end into two 15-in. rolls. Gas burner and forced-hot-air drying system is used.

MST cellophane Christmas wrap in three colors—run at 465 ft. per minute on 24-in. web with forced-hot-air drying system.

Folding egg boxes (white patent-coated chipboard stock) in two and three colors—450 ft. per minute, delivered in the form of printed, cut and scored blanks. Printing quality is excellent. Hot-air heat is used.

Laundry boxes (chipboard) in one and two colors at 500 ft. per minute, run with hydrocarbon aniline inks. No heat is used.

Creped and embossed tissue in one, two and three colors at 600 ft. per minute. Gives remarkably good printing quality with a high standard of color uniformity. No heat is used.

Candy wrappers (glassine stock) in three colors with gloss overprint varnish—400 ft. per minute, hot-air heat, 200 deg. F. oven temperature, 32-in. web cooled by brine-chilled roll prior to rewind.

Aluminum-foil bag stock in three

colors, plus black spot for electric eye—240 ft. per minute, 30 in. wide, hot-air oven at 185 deg. F. temperature. Cold water chill roll prior to rewind.

MST cellophane wrapper in four colors—160 ft. per minute, 18-in. width. Four 750-watt electric strip heaters plus gas flame.

35-lb. kraft counter-roll stock in two colors—780 ft. per minute, 42 in. wide. Hot-air oven at 220 deg. F.

Several of these examples are important milestones in the march of package-printing progress. The egg cartons set new standards for sharp, clean, quality printing of such products at low cost. And the creped and embossed tissue job is superior to all similar work previously produced—in printing quality, color uniformity, operating efficiency and freedom from odor. The aluminum-foil bag stock at 240 ft. per minute in three colors (plus black "electric-eye" spot) is of wide interest, too; it offers a solution to the problem of producing low-cost foil packages with clean lines and smooth, brilliant solids.

Conclusion

Aniline is now the backbone of printing methods for a large part of the packaging field. Without it, good-quality packaging would be economically impractical for many industries. Since 1939 use of the aniline process has jumped tenfold and it is still the fastest-growing process in any printing field.

Despite the fact that aniline printing is now in its 60th year, many packaging authorities believe that the process has just begun to grow. Its limitations are relatively minor and constantly being whittled down. Even now, fine screen, process and hairline-register printing of good quality is produced on an experimental basis on some aniline presses. The problems may never be solved completely, but the research work involved promises to widen greatly the horizons of aniline printing.

Stocks are no longer thought to offer any serious problems. Even the most troublesome plastic films have been printed successfully with aniline inks—as well as (and often better than) by any other process, usually at less cost.

The aniline process does not pretend to answer all package-printing problems. But there are few package users which it cannot serve well in at least one application.

See for yourself...

Stop in at a cosmetic counter in a department store. A package catches your eye, a package you fabricated from Kodapak Sheet. No wonder, you say, Kodapak Sheet is performing sales miracles... helping to cut costs... helping to speed turnover. Here's why...

- 1 *It's transparent—optically clear.*
Customers see colors, details—decide quickly.
- 2 *It has great brilliance.*
Shows merchandise at its best. Speeds sales.
- 3 *It's tough, durable.*
Withstands handling. Minimizes shopwear.
- 4 *It's stable.*
Does not discolor or lose clarity.
- 5 *It's rigid, keeps its shape.*
Relatively unaffected by humidity.
- 6 *It's chemically inert.*
Won't stain or discolor merchandise.
- 7 *It's light as a feather.*
Cuts package weight.
- 8 *It's uniform.*
Free from surface defects and blemishes.
- 9 *It's easy to handle.*
Forms readily. Fabricators like it.
- 10 *It's available in two basic forms—*
a sheet to fit every job:
Kodapak I Sheet, cellulose acetate,
gauges up to 0.060"; Kodapak II Sheet,
cellulose acetate butyrate, gauges
up to 0.002". Both forms are made to
the same high standards as Kodak
photographic film base.

For further information, consult your nearest representative, or write Kodak; and a visit to the Kodapak Demonstration Laboratory in Rochester will prove helpful.

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Questions & Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 122 East 42nd St., New York 17, N. Y. Your name or other identification will not appear with any published answer.

Bag for salad mixes

QUESTION: *We have been requested to make a laminated, heavy-paper automatic bag for various sorts of salads containing mayonnaise and other dressings. These bags are only for distribution between the manufacturer and the user. We would like to know the material most suitable for laminating to the inside surface of the paper, since we have found that the wax papers do not perform well.*

ANSWER: It will be difficult to make the type of paper bag you wish in a so-called automatic or flat-bottom construction. The problem of these involved bag constructions is one of the exposed edges of paper which can act as wicks for oil or moisture and the problems of using water-insoluble adhesives with such constructions. This problem will be much simpler if you can use a pouch-type construction which would allow complete face-to-face contact of the lining surface and complete heat-sealed construction. With such construction there are several plastic films that are resistant to vegetable oils which could be used as an inner ply either by a lamination to the paper or by duplex construction. There is no reason why a properly constructed duplex cellophane bag would not be entirely satisfactory for your product or why a similar bag made from a single-ply film, such as Pliofilm, should not be satisfactory.

Strong protective wrap

QUESTION: *We use an overwrap carton for one of our products. We want a very strong, clear and protective wrapper. We formerly used a coated and printed paper wrapper. Then we tried cellophane, but found it was not strong enough. Can you suggest another material?*

ANSWER: Your overwrapped carton must be subjected to very rough han-

dling and service to cause a well-applied paper and a cellophane wrapper to be unsatisfactory. This being the case, the only alternative is to use a plastic film and to make all seams by heat sealing.

Since you apparently want moisture protection, the film to try would be saran (vinylidene chloride) or Pliofilm (rubber hydrochloride). Either of these films could be strongly heat sealed and would not be affected by dampness or changes in humidity of the room.

One of the well-known types of carton overwrapping machines has been modified to apply plastic film by heat sealing and will register printed materials. It is suggested that you have sample packages prepared of the various plastic films and use them to determine the one that meets your needs as to cost, durability and protection.

Corrugated plastic liner

QUESTION: *We employ a single-faced corrugated parchment strip to line a folding carton used to hold one of our products in proper position. It is necessary that this single-faced corrugated parchment insert be accurately cut, so that the corrugations come in the proper positions to act as spacers. Due to the difficulty we have had with the paper liners, we would like to consider the use of some other material or perhaps a plastic, if it appears advisable. The liner must be resistant to fats and dampness and should have good strength.*

ANSWER: There are several plastic films that could be corrugated and cut for use as a carton liner. These corrugated plastic liners would be sufficiently dimensionally stable, so that they could be cut with precision. The problem is to find the most suitable and economical plastic film for this unusual use. It is suggested that

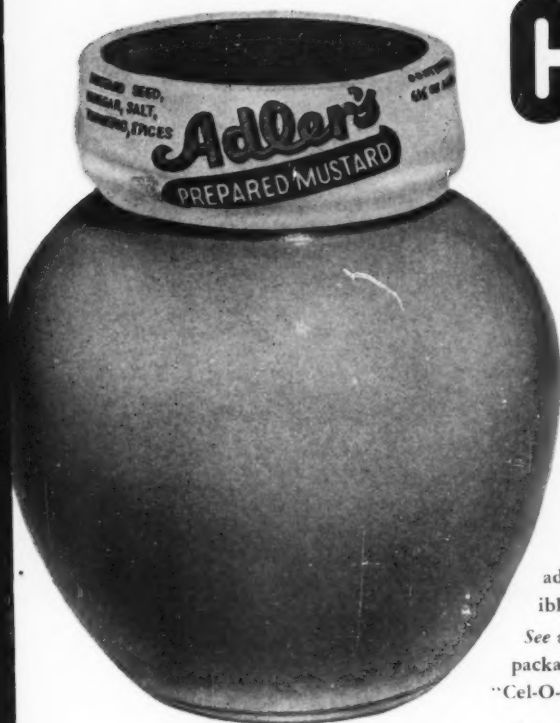
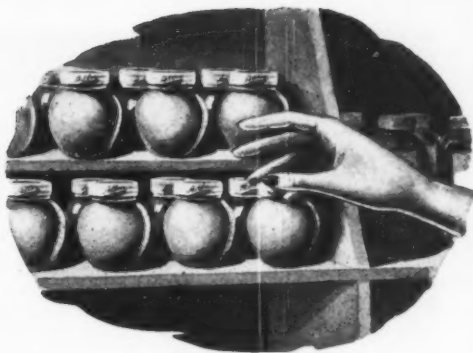
you try films of cellulose acetate, ethyl cellulose and polystyrene. These films are made in various thicknesses and in some cases with different physical properties. Because of cost, you should use as thin a film as meets your requirements. It will also be necessary to evaluate these films in terms of their effect on the conditions of moisture and fats which you mentioned. There are many companies capable of corrugating and cutting plastic films who can submit samples to you.

Adherence of labels to foil

QUESTION: *We are applying a small lacquered label to a foil-overwrapped carton and notice quite a few labels come off. We also notice that some labels are well adhered and we would like to increase this number. We are using a 40-lb. super-calendered paper and the label is coated with a gloss lacquer.*

ANSWER: From the fact that occasional labels adhere well, it would appear that this adhesive is capable of establishing a strong bond between a metal surface and the paper. Your difficulties are due to the fact that you are trapping moisture between an impervious metal surface and the lacquer, which is partially resistant to rapid transmission of water vapor. Furthermore, there is very little absorptive mass between these barriers in the form of a 40-lb. super-calendered paper. You can greatly reduce your difficulties by using a heavier weight of paper, one which is more porous and not well calendered on the back surface. Such a label with an adhesive of the type you are now using, except with a minimum possible water content, should be very beneficial. Another factor is control of the adhesive application so that the minimum possible amount of adhesive is applied to each label.

Styled for a pick-up
at point of sale
with



CEL-O-SEAL

REG. U. S. PAT. OFF.

How can you catch a shopper's eye—and get *your product* into her market basket? The makers of Adler's Prepared Mustard found an answer to this question—in an attractive, re-use package labeled with a Du Pont "Cel-O-Seal" cellulose band.

This distinctive, re-usable container attracts the lady's attention. And, labeled with "Cel-O-Seal," it has *extra sales appeal*—because the bright, neat "Cel-O-Seal" label is eye-catching . . . protects against contamination and tampering, and assures the shopper that quality is protected.

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Let us help you design a sales-stimulating "Cel-O-Seal" band for your product. Just write "Cel-O-Seal" Division, E. I. du Pont de Nemours & Co. (Inc.), 2525-A Nemours Bldg., Wilmington 98, Del. "Cel-O-Seal" bands are also sold by Armstrong Cork Co., Lancaster, Pa., and I. F. Schnier Co., San Francisco, Cal.



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DU PONT "CEL-O-SEAL" BANDS



*When you
want the BEST
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The transparent glass package displays your products with all their colorful eye and appetite appeal. High in chemical durability, it does not change their taste or aroma, will not rust, corrode or leak.

Easy to open, easy to use, easy to reseal to protect unused portions, it makes the most convenient package. It lends itself to individuality in size and shape, hence is adaptable to any product.

Preferred by consumers because it is sanitary and convenient . . . by retailers because of its sales and merchandising advantages.

Anchor Hocking Glass Corporation, Lancaster, Ohio.



Anchorglass^{*}

TUMBLERS

Jellies, jams and preserves lend themselves to tumbler packaging . . . particularly in strong, well designed Anchorglass Tumblers. They are the result of consistency in manufacture, uniform distribution of glass, proper annealing and strict quality control from selection of raw materials to finished products. A number of popular styles and capacities are available, one or more of which, we feel sure, will fit your packaging needs. But regardless of what you package there are Anchorglass Containers in styles, capacities and colors that will meet your requirements.

ANCHORVAC^{*}

T CAPS

Anchorvac T Caps are used for sealing either thin blown or thin pressed tumblers having straight, flared or bead finish sides. They are suitable for vacuum sealing, hot packing and for sterilization or processing after sealing. Their loose fit before sealing permits speed in application and drawing of vacuum. Anchorvac T Caps can be applied with Anchor Sealing Machines at speeds ranging from 20 to 125 per minute. They are available in 8 sizes ranging from 54 to 77 mm. Let us tell you more about Anchorglass Tumblers and Anchorvac T Caps.

^{*}Reg. U.S. Pat. Off.

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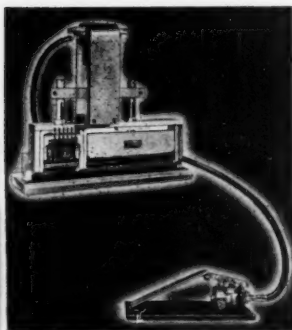
"THE MOST FAMOUS NAME IN GLASS!"



Equipment and Materials

PLATFORM NUMBERING AND IMPRINTING MACHINE

Wm. A. Force & Co., Inc., 216 Nichols Ave., Brooklyn, has developed a platform numbering and imprinting machine for



numbering and coding, dating or other marking in one operation. The characters, measuring $\frac{1}{8}$, $\frac{3}{4}$ or 1 in., are interchangeable rubber type for quick changes and the machine may be set to operate in consecutive, duplicate or repeat actions. The assembly is designed to mark kraft paper bags. It is hand fed and operated by compressed air with foot-treadle control. The company states that

two additional features of the machine are its speed of operation and legibility of markings.

RE-USE CONTAINERS

The I. D. Co., 150 Spring St., New York, is offering to the candy trade three Mother Goose containers lithographed in full color with illustrations and nursery rhymes. Each box, which is $4\frac{1}{8}$ by $4\frac{1}{8}$ by $2\frac{1}{8}$ in., is gold lacquered internally and has a hinged lid.

FOOT-OPERATED SEALER FOR POLYETHYLENE



Amsco Packaging Machinery, Inc., 31-31 48th Ave., Long Island City, N. Y., has recently patented a foot-operated heat sealer for polyethylene. The new development is said to produce a welded seal without requiring exacting pressure applications or heat-dwell times. The heating jaws are thermostatically controlled and insulated from the body of the machine with asbestos blocks. Models are provided with 7-, 14 $\frac{1}{2}$ - and 22-in. sealing jaws with $\frac{1}{8}$ -in. side-line seal. The machine is said to operate under a completely different heat-sealing principle and, as a result, the manufacturer claims, it has eliminated one of the drawbacks encountered in heat sealing polyethylene film—the sticking of the heating jaws which is characteristic of the film. The accompanying photo shows it in operation.

POLYETHYLENE COATINGS FOR METAL CONTAINERS

The Delaware Barrel Co., Eden Park Gardens, Wilmington, Del., has developed a technique for coating with polyethylene

plastic the interior of steel drums and pails on a production basis. A continuous porosity-free coating from 10 to 15 mils thick completely covers the interior of steel containers, eliminating the danger of failures in chime linings, it is said. The coatings have been successfully tested in muriatic and fluoroboric acids, quaternary ammonia compounds, sodium hypochlorite and other corrosive compounds.

NEW PACKING DEVICE FOR COATED CANDIES

Budget Machinery & Tool Co., 406 W. Pico St., Los Angeles, has developed a candy-handling attachment to be used in conjunction with an enrober which is said to reduce hand packing and boxing of coated candies. The machine utilizes a continuous feeder belt, set beneath the main conveyor belt from the enrober, and converges with it at the packing table. The new device includes hoppers for standard 7- by 10-in. card-



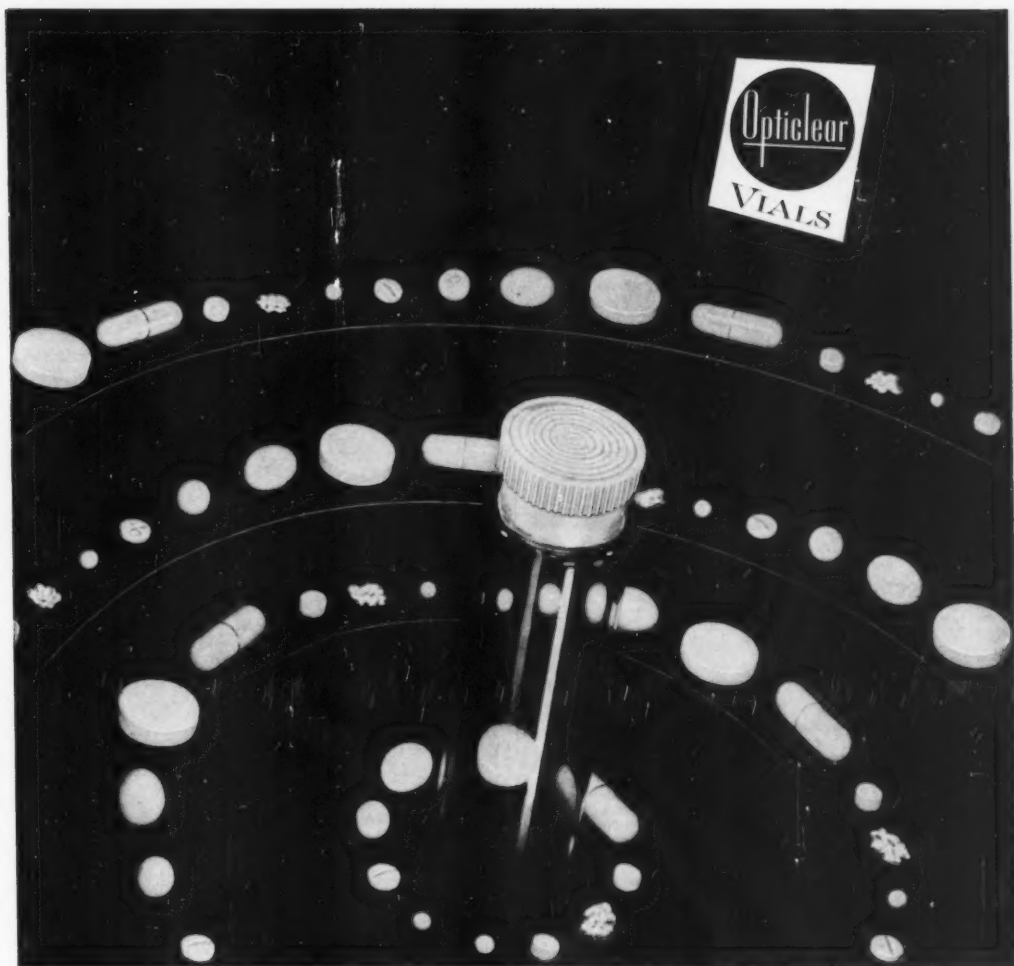
board layer separators and a 30-deg.-angle feeder which feeds the separators up to the edge of the packing table where they pick up 40 pieces of candy as they come off the enrober conveyor. The separators, loaded with the candy, are picked up by the packer and placed in stock or sales boxes. The machine is built in three sizes corresponding to standard enrober dimensions (16, 24 and 32 in.) and feeds two, three or four separators simultaneously, depending on the width. A series of adjustable "plows" suspended over the enrober belt aligns the chocolates in rows before the candy slides onto the cardboard layer separators. The company claims the new machine will reduce hand labor by as much as 80%.

NEW COATED PAPERS

Racquette River Paper Co., Potsdam, N. Y., has announced the addition of a new line of coated papers, called Color-Thru. A feature is the color of the base paper, which is said to be complementary to the coating, thereby imparting good appearance to the product even after rough usage. The new paper is especially suggested for re-use or utility boxes.

STOCK PLASTIC CONTAINERS

Celluplastic Corp., 11 Hill St., Newark, N. J., announces the addition of 25 new stock sizes to its regular line of Clearsite plastic containers. The containers are available in polystyrene, flexible polyethylene and cellulose acetate (rigid or flexible) with plug or cap-type polyethylene closures and metal or plas-



There are eight sizes of Opticlear Vials to fill your needs.

For your product—a package of distinction

KIMBLE OPTICLEAR VIALS

YOUR PRODUCT certainly merits this quality container. It is lustrous, crystal-clear glass in a design of simple dignity—a distinctive package which bespeaks quality for the product it contains.

What's more, this handsome vial provides unusual protection. Its new, resilient plastic stopper seals with a positive moisture-proof seal. It keeps products safe and dry. Yet it is easy to open—easy to close. And even con-

tinued re-use does not impair its sealing effectiveness.

Wouldn't you like to examine these vials of distinction? Tell us the sizes your product requires and we'll send samples.

KIMBLE GLASS TOLEDO 1, OHIO

Division of Owens-Illinois Glass Company



*Now available
for the
FIRST TIME!*

DAY-GLO® Fluorescent FLOCK

By arrangement with Switzer Brothers, Inc.



"The most powerful colors
ever created" — now ready
for your flocked packages.

Neon Red, Signal Green, Fire Orange,
Saturn Yellow, Arc Yellow and Horizon
Blue — these startling colors light up
your packages with a bright beauty the
eye cannot resist.

Please direct all inquiries concerning
DAY-GLO FLOCK to

*Rayon Processing
Co. of R. I., Inc.*

PIONEER PRODUCERS OF
SURFACE-COATING FLOCKS

110 Tremont St.

Central Falls, R. I.

170

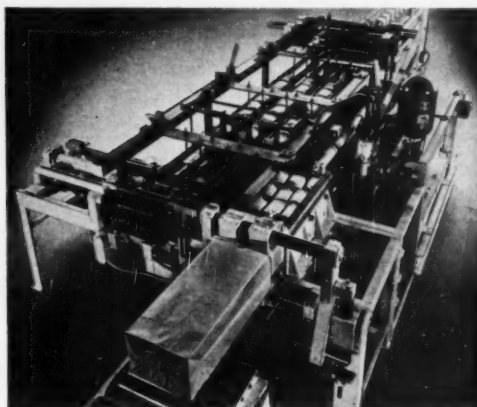
Equipment and Materials

(Continued)

tic screw caps, etc. Containers are supplied in stock styles (shell, shoulder, screw-cap, ring or bead vials) as well as custom styles. Sizes range from $\frac{3}{4}$ by $1\frac{1}{4}$ in. to $1\frac{1}{4}$ by 5 in. —inner diameter measurements.

AUTOMATIC COMPRESSION PACKER

The Union Bag & Paper Corp., 233 Broadway, New York, announces the development of an automatic compression packer that packs up to 180 consumer units per minute into shipping containers. Requiring only one operator, the compression packer cycles at a top speed of 15 shipping containers a minute. According to the company, the production of two or three packing machines can be fed into this machine direct from the packing lines. The machine can handle pack-



ages from 1 to 25 lb. with only a slight mechanical adjustment. Moreover, interchangeable duck-bills make it possible to package rectilinear cartons or round-cornered bags. Aside from a savings in labor, the company claims the following advantages for the machine: (1) shipping-container size can be reduced, which means savings in container cost; (2) units can be compressed so that their combined structural and columnar strength provide resistance to crushing and (3) being rectilinear in shape, the shipping containers lend themselves to shipping and palletizing.

FIVE-GALLON-PAIL MANUFACTURE RESUMED

Bennett Industries, Inc., Peotone, Ill., has announced its intention to resume manufacture of 5-gal. steel shipping containers. The new-type pail will be all steel with baked interior linings and a durable outer coat of enamel or lithographed designs. The company suggests that the new containers will be suitable for paints, powders, glues, foods or other materials in liquid, paste or powder form.

NEW HEAT-SEALING LABEL PAPER

Mid-States Gummed Paper Co., 2515 S. Damen Ave., Chicago, has announced a new, instantaneous heat-sealing label paper said to have permanent adhesion to all types of cellophane, cellulose acetate, glass and paper. Called Promset 201, the new label paper is reported to be polar conditioned to retain adhesive qualities at temperatures from minus 70 deg. F. The company reports that Promset 201 may be automatically ap-

MODERN PACKAGING

Equipment and Materials

Continued

plied at high speed and can be used for flat and saddle-type labels that close, seal and label bags. It is available either in flat sheet or roll form. The stock used is super-coated Kromekote.

HEXAGONAL FRUIT BOXES

Wabash Fibre Box Co., Terre Haute, Ind., has developed a hexagonal-shaped lidded box, in full or half-bushel sizes, utilizing the strength and cushion of corrugated board for packaging peaches, apples and other fresh fruits. The carton is attractively printed with customer's trademarks, labels, etc., and is available in three colors—natural kraft, yellow and orange. It is lower in cost than the ordinary bushel basket and has the additional advantage that it can be filled on a packing line with most of the existing automatic equipment.

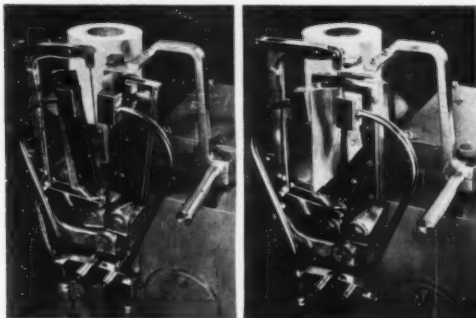


POLYSTYRENE ANTISTATIC

Roxbury Chemical Works, Inc., 2072 Smith St., Centerdale 11, R. I., is manufacturing a new antistatic agent for polystyrene, trademarked D-Stat B. The new product is said to be colorless, odorless and non-flammable. It is applied by dipping, spraying or brushing to the surfaces of molded polystyrene items. The manufacturers claim that use of the new D-Stat B will eliminate unsightly dust collection due to static attraction.

POLYETHYLENE BAG MAKER

The PNR Corp., 4500 Euclid Ave., Cleveland, has introduced a new-type bag maker for polyethylene which, the company claims, is efficient and inexpensive to operate. The machine, called the Oto-Pak, is available in three sizes covering a range of bags from 1/2 in. sq. to 14 by 20 in. and has been designed to take hold of flat-seal or half tubing and by use of a continuously heated wire, sever and seal thermoplastic materials.

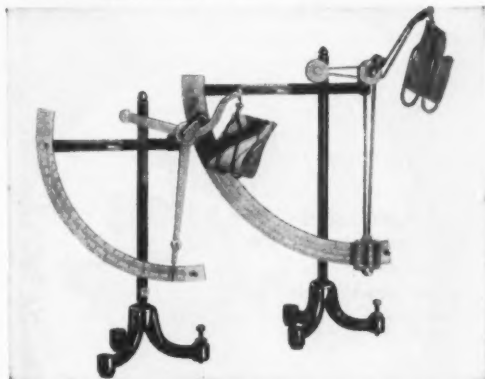


In so doing, a heat seal is created which also acts as a functioning element in the conveying of the polyethylene through the machine so that additional heat seals can be made, thus forming independent bags. By this process the machine eliminates the need of special conveying equipment. It not only makes the bags, but holds them in place for filling. This

Cady Packaging Micrometers for accurate caliper of boards, papers, foils, plastics, felt, fabrics, metals, any material up to 1/4" thickness. All have glass covered, horizontal dials, for quick, direct readings. Used throughout industry, wherever accurate measure is important. Complete line includes Laboratory, Desk, and Portable models. Write for complete information and prices.



Basis Weight Scales, accurate, direct reading—no computation necessary. Tissue Scale on left; Paper Scale on right; weigh sheet of known size to determine 480 or 500 sheet weight. Boxboard Scale also available. Write Cady for complete data.



Cady Bursting Strength Tester registers bursting pressure in lbs. p.s.i. for "Cady" or Mullen Test. Meets CCC specifications. Electric motor actuates uniform 12 second testing cycle. Extremely accurate every time; corrugated clamp prevents slippage of material under test. For boxboards, papers, fabrics and other materials requiring uniform burst tests.

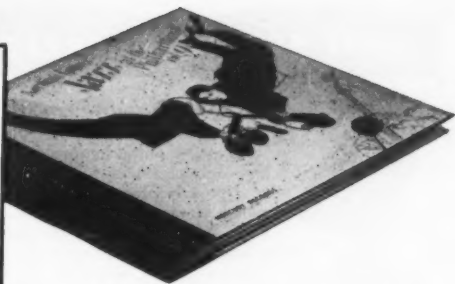


Write for complete information and prices of Cady Testing Instruments for packaging materials: Basis Weight Scales for papers, tissues, boards; Micrometers, Burst Testers.

E. J. CADY & COMPANY 134 N. LA SALLE ST. CHICAGO 2, ILL.

COURT & CREAMER ST. BROOKLYN 31, NEW YORK

Now!
Mercury Album cases
made with
SWIFT'S GLUE!

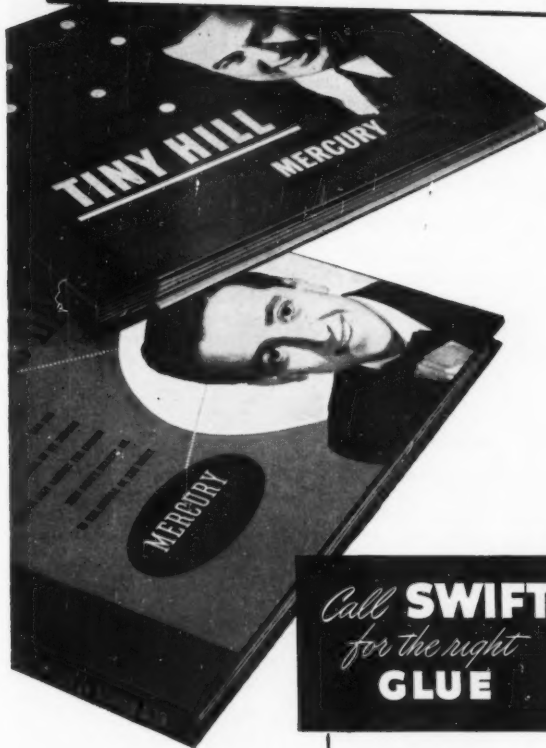


Swift's Glumaster *makes production music*

There's an increasing demand for recorded music. Records have even greater sales appeal when packaged in practical, attractive albums. The slick-looking Mercury Albums pictured above were made by the Chicago Album & Specialty Co., Chicago, Ill. Chicago Album uses Swift's Glumaster to help give their products a smooth, trim-cornered appearance.

Non-warp Glumaster has the right qualities to make Chicago Album's casemaking system hum. It melts quickly and has the needed initial tack and proper set so that the albums can be assembled rapidly. It helps to give smooth, flat covers, free from dog-eared turn-ins.

To make a better box, a more attractive package, use Swift's Glumaster Non-warp Glue. This economical non-warp comes in 5# cakes packed in 80# fiber containers. Just clip the coupon below for a trial shipment of Glumaster at the quantity price.



Call **SWIFT**
for the right
GLUE

Swift and Company
Adhesive Products Department MP-3
Chicago 9, Illinois

☐ Please send your 80# introductory trial shipment of Glumaster at the quantity price (17½¢ f.o.b. nearest adhesive plant) to be tested for use in our operations. We understand if not fully satisfactory, it may be returned for credit at your expense. (This offer expires July 15, 1950)

Please send me full details about Swift adhesives for:

☐ Folding boxes

☐ Laminating

☐ _____

☐ Tite-wrap

☐ Set-up boxes

☐ _____

Name _____

Firm Name _____

Address _____

(Street & No.)

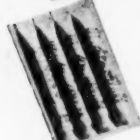
(Zone)

(State)

Single Services at Lowest Cost

UNIT SERVICE PACKETS

for all free-flowing solids



Use these convenient modern single service packages and you'll sell more of your product. Experience proves that consumers like the easy way Unit Service Packets give them clean, measured portions of sugar, salt, medicines, hand cleaners . . . in fact, there are Unit Service Packets for all powder or granular products. Costs are amazingly inexpensive!

Many Styles . . . Write

Ask for sample Unit Service Packets . . . there's one that's right for your product . . . or we'll design a special model to do the job.

Handy! Sanitary! Ideal

for market testing, sampling, special promotions

UNIT Packet COMPANY

88 Gerrish Ave.

Chelsea, Massachusetts



Controlled

**PACKAGE FILL
MILLIGRAMS
GRAMS OUNCES**

With this Model A PAK KING filler you meter the above volumes accurately and at high speed. Spices, coffees, teas, grated cheese, cocoas, drugs, powders, insecticides and chemicals. In semi or full automatic dust free designs up to 120 per minute or more. Loose, settling or ram pressure fill. Tandem fillers for high speed or extra settling features as required for powdered sugar cartons.

Ask for catalog No. 48 or Bulletin No. 481 and 482.



WEIGH RIGHT AUTOMATIC SCALE COMPANY
JOLIET - ILLINOIS - U.S.A.

Equipment and Materials

Continued

films and papers without patching or joining. The new width is also said to increase unit production, since the rate of travel is approximately the same regardless of width.

MULTICOLORED STEEL CONTAINERS

Users of large steel containers can now introduce in two to four colors their brand name, trademark and other information on the smallest can or pail up to 55-gal. drum, as illustrated, by means of a new multicolor lithography process announced by the Rheem Mfg. Co., 570 Lexington Ave., New York. Known as Rheemcote, the new process lithographs 3-by-6-ft. sheets of 18-gauge steel on a specially designed press. The press is capable of handling up to 4,200 sheets per hr. Along with the development of the multicolor lithograph presses, Rheem has created and adapted special machinery said to form and weld the flat lithographed steel sheets into drums without marring or burning the surface. Another part of the Rheemcote process is a method of coating drum interiors with non-corrosive and sanitary linings.

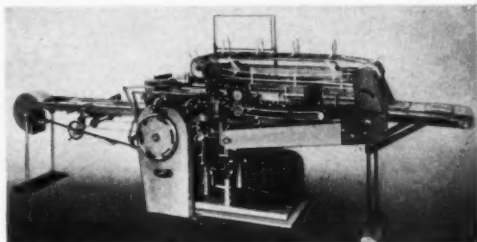


CELLOPHANE BAGS FOR HOLIDAY LIQUORS

New holiday packages for wine and liquor bottles have been introduced by the Crystal Tube Corp., 538 S. Wells St., Chicago, cellophane convertors and printers. The cellophane bags are printed in three colors—red, white and green—with stock or custom designs. Sufficient space is allowed for printing individual brand names and the bags are designed to accommodate all shapes and types of liquor bottles.

HIGH-SPEED BACON WRAPPER

A high-speed bacon-wrapping machine, said to operate at a speed of 60 packages per min., is now available from the Package Machinery Co., Springfield, Mass. The machine, Model FA-2, uses plain or printed cellophane, automatically



registering the printing by an electric eye. It produces crimped end seals which are turned over and sealed to the bottom of the package, making what is said to be a nearly airtight wrap. All contact parts are stainless steel or brass with chromium plating to prevent rust or corrosion. The company claims that the machine is especially designed to accommodate rapid and easy size adjustments.

MODERN PACKAGING

WHEN DAY IS DONE



The light from my office desk-lamp is the exclamation mark after the compound sentence of the darkness inside and outside my office. The world outside went to sleep some hours ago, and some hours before that, the machines of our plant shut down for the night. I am working late because I am the advertising manager and copy has to be finished so that it will be ready for the printer first thing in the morning. People think I am out of luck to be working so late, but I don't think so. It is part of a job I like, telling printers the world over about our platen press. You might compare my job with that of a publicity agent for a world's champion. Publicity comes easy, it just has to be couched in the right words. And that is where I come in. But no matter what I say about our platens, I never can wax quite so poetical as some of our printers, for whom our presses are earning a fortune. They even say our platen is a printer's dream come true, but I wouldn't know about that—dreams are such strictly personal affairs. I'd rather say the same thing with cool impartial figures: more than 37,000 of our automatic platens[★] have been sold.

Heidelberg
world's most popular Platen Press



If you want to improve your own business, we are at your
COAST-TO-COAST SERVICE

SUPER SPEED PRINTING PRESS CO. INC.
Heidelberg Eastern Division
121 Varick Street New York, N. Y.

PRINTING MACHINERY SERVICE CO.
Heidelberg Western Division
118 East 12th Street Los Angeles, Calif.

HEIDELBERG SOUTHERN INC.
120 North Sam Houston Street, Houston 3, Texas

GRAPHIC EQUIPMENT LIMITED
Heidelberg Canadian Division
200 Bedford Road Toronto

see you in Chicago

EXHIBITOR



**GRAPHIC ARTS
EXPOSITION**



see Heidelberg in Chicago

CHICAGO SEPTEMBER 11-23 1950



Plants and People

Continental Can Co. announces the following promotions: **T. C. Fogarty**, formerly vice president in charge of sales, has been appointed executive vice president of the metal division, reporting directly to the president, **Hans A. Eggers**; **Reuben L. Perin**, **William M. Cameron** and **Sherlock McKewen** are now vice presidents in charge of the Eastern, Central and Pacific divisions, respectively, all reporting to Mr. Fogarty; **Loren R. Dodson**, formerly assistant secretary and assistant treasurer has been named secretary and treasurer; **Harry A. Rapelye** has been promoted from vice president to president of Continental Can Co. of Canada, Ltd., a wholly-owned subsidiary located in Montreal, Que.



T. C. Fogarty



Left to right:
S. McKewen
W. M. Cameron
R. L. Perin

The company's new \$1,250,000 modern can manufacturing plant, located on a 57-acre site in the Burgard Ave. industrial area of Portland, Ore., is now in operation.

Nox-Rust Chemical Corp., 2429 S. Halsted St., Chicago 8, announces the appointment of **Dr. Murray Senkus** as director of research and development.

Fred M. Gillies has been elected executive vice president of the **Acme Steel Co.**, Chicago.

The **Upressit Products Corp.**, 420 Lexington Ave., New York, announces the appointment of **H. W. Clowe & Co.**, P. O. Box 1804, Jackson 4, Miss., as exclusive sales representative in Mississippi, Arkansas, Louisiana, Tennessee and Alabama for Upressit closures and tamperproof bands for the sealing of metal and glass containers. Mr. Clowe will also handle the sales and service of the new Upressit fully automatic and semi-automatic capping and sealing machines.

Federal Adhesives Corp., 210-211 Wythe Ave., Brooklyn, announces the appointment of **Seymour M. Ecker** to the staff of its technical service laboratory. Mr. Ecker will specialize in the development of resin and latex adhesives.

American Cyanamid Co., New York, announces the following appointments: **Dr. Elmore H. Northey**, assistant to **Dr. Robert C. Swain**, vice president in charge of research and development; **Dr. Jack T. Thurston**, administrative director of the Stamford Research Laboratories, and **Dr. Joseph H. Paden**, director of the research division of the laboratories.

Stanley M. Cash is now director of the development and research department of **H. Blacker Printing Inks, Inc.**, 304 Lock St., Cincinnati 1, Ohio.

Package Machinery Co., Springfield, Mass., has been granted exclusive rights for the importation and sale of the Hansella line of confectionery equipment in the U. S. and Canada, according to **A. A. Henkel**, president of Hansella Works, Albert

Henkel A. G., Viersen, Germany. **Package Machinery Co.** in turn has appointed **Steinhardt & Nordlinger** of New York as its sales representatives for the same territory. Machines will be sold by the sales staffs of both organizations on identical terms. The **Package Machinery Co.** will import the machines, make the installations, carry spare parts and service the machines sold by them or for machines sold by **Steinhardt & Nordlinger** under the new arrangement.

J. P. Widlar, manager of **Chase Bag Co.**'s Denver, Colo., sales office has been named sales manager of the company's Kansas City Branch territory. Although the Denver sales office activities will continue under Mr. Widlar's supervision, his headquarters will be in Kansas City.

Sealright Co., Inc., announces the appointment of **Flavel W. Payne** as New England manager for the company. Mr. Payne has been Sealright sales representative in Conn. for 11 years.

Brockway Glass Co., Inc., Brockway, Pa., has purchased the idle glass plant of **Sterling Glass Div., Warfield Co.**, at Lapel, Ind. The plant will begin to operate early in 1951 after modernization, expansion and installation of new equipment has been completed.

Norman Nuttall has been appointed assistant technical director of **Stein, Hall & Co., Inc.**, New York.

Berkley V. Schaub has been elected vice president and director of **National Adhesives (Canada), Ltd.**, in charge of the Toronto division.

Mosstype Corp., Brooklyn, announces the appointments of **John E. Lecraw** as plant superintendent and **Jack Gerard** as production manager.

Controlling interest in the **Palmetto Paper Co.**, Columbia S. C., has been acquired by **Dillard Paper Co.**, Greensboro, N. C. It will operate as a subsidiary of the Dillard firm, but will retain its present name. **W. J. Haile, Jr.**, will continue as its president and manager under the new ownership.

Lehmann Printing & Lithographing Co., specialists in color lithography and printing of every description for labels, have recently announced plans to move into a new location at 400



Fourth St., San Francisco. The new building covers more than 105,000 sq. ft. of floor space and the company plans expanded facilities for its specialty labels for cans, bottles, boxes or other containers.

Glasscrafters, Inc. has begun ceramic decorating and labeling operations on glass containers in a new modern building recently erected on the property of **Carr-Lowrey Glass Co.** in Baltimore. The new company is jointly owned by **Carr-Lowrey Glass Co.**

Creative Package Engineering



this corrugated "spectacular" box

Attracts attention...advertises... identifies the manufacturer...dramatizes the product—sells. Engineered to protect its contents, the box saves packaging time and labor, cuts packaging costs, simplifies handling difficulties. Your product is worthy of these advantages. For more aggressive package action, consult Hinde & Dauch, Executive Offices, 5002 Decatur St., Sandusky, Ohio.

H&D®

HINDE & DAUCH

Authority on Packaging

Fact-packed booklet of packaging information "How To Pack It"—32 pages of valuable data... 80 vivid photos... hundreds of packaging ideas. Write for your copy.



FACTORIES AND SALES OFFICES IN: Baltimore • Buffalo • Chicago • Cleveland • Detroit • Gloucester, N. J. • Hoboken, N. J. • Kansas City, Kan. • Lenser, N. C. • Richmond, Va. • Sandusky, Ohio
St. Louis • Watertown, Mass. SALES OFFICES IN: Akron • Seattle Creek • Cincinnati • Columbus • Denver • Erie, Pa. • Fairfield, Conn. • Findlay, Ohio • Greensboro, N. C. • Indianapolis • Miami
Minneapolis • Olean, N. Y. • Omaha • Philadelphia • Pittsburgh • Reading, Pa. • Roanoke, Va. • Rochester • Toledo • Worcester, Mass. IN CANADA, HINDE & DAUCH PAPER CO. OF CANADA, LTD.,
Toronto • Montreal • Chatham • Calgary • Halifax • Hamilton • Kitchener • London • Peterborough • Quebec • Regina • St. John, N. B. • St. John's, Newfoundland • Vancouver • Winnipeg

FOR BETTER ANILINE PRINTING

Use **no-flex** PLATE ROLLS



- CAN'T FLEX OR WHIP
- GROUND FINISH INSURES ACCURACY
- FAST DELIVERY
- LOW IN COST

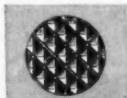
UNCONDITIONALLY
GUARANTEED
FOR SEVERE
SERVICE

CUTAWAY SHOWS HOW EXCLUSIVE PROCESS FUSES
ENTIRE JOINT INTO ONE SOLID MASS, INSURING EXTREME
RIGIDITY. TUBE CONSTRUCTION REDUCES WEIGHT.

No-Flex — the new plate rolls that completely eliminate flexing and whipping—are your guarantee of a perfect impression. Special high speed lathes and equipment and improved methods of manufacture mean you get precision made rolls, quickly, and at lower cost. All No-Flex rolls are ground finished to your exact specifications and carefully inspected before shipment. The next time you need plate rolls, call Pamarco for faster service, lower cost and a better printing job.

EVENFLO ANILINE INKING ROLLS METER THE INK FOR BEST RESULTS

EVENFLO ENGRAVED ANILINE INKING ROLLERS — Eliminate ink waste, poor quality runs and rejects due to faulty inking and require no time-consuming adjustments. Evenflo Rollers meter the ink in the exact quantity needed, continuously and automatically. Proper inking — without operator attention — saves stock, ink, press down-time and operator fatigue. Using Evenflo Aniline Inking Rollers means high production quality — lower production costs.



ENLARGED VIEW
OF ENGRAVED
SURFACE SHOWS
SCREEN THAT AUTO-
MATICALLY
FEEDS CORRECT
AMOUNT OF INK.

Quotations on plate, impression,
special rolls and custom equip-
ment supplied without obligation

PAMARCO

ANILINE PRINTING PRESSES
EVENFLO ENGRAVED ROLLERS
PAPER CONVERTING MACHINERY

PAPER MACHINERY & RESEARCH, INC.
1014 OAK STREET • ROSELIE, NEW JERSEY

Plants and People

Continued

of Baltimore and the W. Braun Co. of Chicago. The former Glass Crafters, division of W. Braun Co., which has operated for the past 11 years at 1228 Kinzie St., Chicago, is owned by Glasscrafters of Baltimore, and will continue to operate at that address. The new plant in Baltimore will make available to Eastern buyers a convenient source for all types of permanent ceramic-applied color labels and spray decoration.

Donald Houser is now assistant plant manager of Allen Cartons, Inc., Dayton, Ohio in charge of personnel and planning.

Arkell & Smiths, multiwall paper bag manufacturers, have announced the appointment of R. P. Kessler as packaging engineer. Mr. Kessler will make his headquarters at Canajoharie, N. Y., and will be in charge of the company's packaging laboratories maintained there.



A. Carlisle & Co., printers and lithographers, San Francisco and Los Angeles, through the R. P. Kessler R. E. Burkett Sales Div., announce the appointment of Josef E. Princiotta as art director for the Los Angeles sales office, 9th and Hill Bldg., Los Angeles.

John F. Chartier of the New York offices of The Goodyear Tire & Rubber Co. has been transferred to Akron to join the company's Vinylfilm sales organization under J. S. Bruskin, sales manager of the department.

The PlasTex Corp., 2525 Military Ave., Los Angeles, announces the election of F. G. Berlin as president. Edward V. Alvarez, former vice president and general manager, has resigned to devote full time to the management of the ABC Die & Engineering Co., of which he is president.

Wilbur L. Vega is now Eastern District sales manager for the packaging division of the U. S. Fiber & Plastics Corp., Stirling, N. J.



H. Wilson

Harry Wilson has been appointed manager of the casein department of the Borden Co.'s Chemical Div. Mr. Wilson, who succeeds George Smullen, will take charge of the company's casein business in the United States and will continue to be responsible for procurement, production and sales by Casco, S. A. an Argentine company associated with Borden's.

The consulting chemical engineering firm of R. S. Aries & Associates has moved its executive office to 400 Madison Ave., New York, 17, N. Y. The general engineering offices and drafting rooms will continue to operate at the old address, 26 Court St., Brooklyn.

George Reiner, package designer, has moved his offices and studios to new and larger quarters at 212 Fifth Ave., New York.

Ecusta Paper Corp., Pisgah Forest, N. C., announces the election of Norman H. Collisson as vice president.

Gaetjens, Berger & Wirth, Inc., manufacturers of printing inks, announce the appointment of William Recht as president and general manager. Frederick Weldon will continue as vice president and secretary.

Plax Corp. is adding 20,000 sq. ft. of production space by moving its headquarters, sales and accounting offices to 450 Asylum St., Hartford, Conn., and its engineering and research departments to 411 Homestead Ave. in the same city. The



"HEET-WELDED"

at top seam. No stapling — no stitching — no glueing.

★ "Heat-Weld" — the new VANANT method of attaching Polyethylene film to closures and package handles. Cannot tear away or separate.

BEER IS EASY TO ICE IN
VANANT CAN CARRIERS
... JUST DROP ICE CUBES
ON TOP OF CANS IN BAG
... IDEAL FOR BEACH
OUTINGS — EMPTY WATER-
PROOF BAG CAN BE USED
TO CARRY WET BATHING
SUIT.

Allied Commodities Co.
431 Andrus Bldg.
Minneapolis, Minn.
Leonard Barol & Associates
1508 Finance Bldg.
Philadelphia, Pa.

William Diemer & Co., Inc.
274 Madison Avenue
New York 16, New York
Protective Packaging Co.
7646 Cottage Grove Ave.
Chicago 19, Illinois

R. M. Reutlinger & Associates
Hulman Bldg.
Dayton, Ohio
The Smythe Company
2661 N. Tautonia Ave.
Milwaukee, Wisconsin

Standard Parts & Equipment Co.
904 N. Main - P.O. Box 4385
Fort Worth, Texas
George S. Woodcock & Co.
813 N. LaBrea
Los Angeles 38, Calif.

Now... PRODUCT-VISUAL Polyethylene CAN CARRIERS

with extra strong
"HEET-WELDED" handles

**Reusable Time and Time
Again For a Multitude
of Practical Purposes**

Here's a carry-home package that really gives your product a "break" — a can carrier that combines high visibility with long-lasting usability. It's made from tough, tear-resistant, light-weight Polyethylene film — "heet-welded" to the strong cardboard top by a special Vanant process.

- ★ WATERPROOF —
- ★ TEMPERATURE-PROOF —
- ★ FREE FROM ODOR OR TASTE —
- ★ NON-TOXIC —
- ★ LOW IN COST —

Further information and prices sent promptly upon request.

VANANT PRODUCTS, INC.

Milwaukee 1, Wisconsin.

Plant: Tomah, Wis.

Represented by



PACKAGING AT ITS FINEST . . .

Hayssen wrapping is preferred by particular people.

Fully automatic—it replaces costly hand wrapping.

Provides exact registration of printed overwraps.

Operates quietly at a high production rate.

Handles practically any type of wrapping material.

Backed by 40 years of wrapping machine experience.

WRITE TODAY for full information and the name of your HAYSSSEN representative.

HAYSSSEN MFG. COMPANY • SHEBOYGAN, WIS.

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ELECTRIC EYE
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Plants and People

company's mailing address remains the same: P. O. Box 1019, Hartford 1, Conn.

Luke A. Cermola has been appointed New England District sales manager of Plax Corp.

A new polyethylene resins plant at South Charleston, W. Va., is being constructed by the **Bakelite Div., Union Carbide & Carbon Corp.** The new plant, which will produce the basic resins from which polyethylene plastics are made, is scheduled to be in full operation by the third quarter of 1951.

John Willy, former vice president and an incorporator of Protective Papers, Inc., has joined the staff of **Glas-Kraft, Inc.**, Lonsdale, R. I., as director of research and development.

Glas-Kraft also announces the opening of a new sales office at 420 Market St., San Francisco. **Thomas C. Sewell**, formerly with Dewey & Almy Chemical Co., will be in charge of the new operation.



J. Willy

The **Biner Siegrist Machinery Mfg. Co.**, Los Angeles, manufacturer of automatic labeling and filling equipment, announces and the election of **George M. Biner** as vice president and **Thomas E. Ellison** as secretary-treasurer.

Sales and service facilities of the company have been expanded to include the following sales concerns: **Michael M. Young**, Philadelphia, Pa.; **Burnard C. York Packaging Machinery**, Chicago, Ill.; **S. Riekes & Sons**, Omaha, Neb., and Des Moines, Iowa; **George A. Craig**, Louisville, Ky.; **Martin O. Tiemann**, St. Louis, Mo.; **R. P. Anderson Co.**, Dallas, Tex., and New Orleans, La.; **Charles W. Miller**, San Francisco, Calif.; and **Carl H. Siegrist**, Los Angeles, Calif., and Mexico.

Plans are under way for construction of a new manufacturing plant for **Bensing Bros. & Deeney**, Philadelphia, Pa., aniline ink specialists. The new plant will contain 30,000 sq. ft. of manufacturing space on the ground level and considerable space and facilities for a comprehensive research department. Executive and general offices will be on the second story. Construction is expected to be completed by late September or early October.



E. Malley

The **Crystal Tube Corp.**, Chicago, converter and printer of cellophane, polyethylene and other transparent packing materials, announces the appointment of **Edwin Malley** as general superintendent.

The **Chicago Show Printing Co.**, 2635 N. Kildare Ave., Chicago, announces the appointment of **Marvin T. Green** as general sales manager, advertising division. Mr. Green was formerly assistant general sales manager of the company's **Mystik Adhesive Products Div.**

The **L. H. Butcher Co.**, Los Angeles, has been appointed exclusive West Coast distributor for the **ABC Packaging Machinery Corp.**

Harry W. Schwartz, vice president of the **Robertson Paper Box Co., Inc.**, Montville, Conn., died at his home after a prolonged illness. Mr. Schwartz had been associated with the company since 1923.

George W. Brown, president and general manager since 1930 of **Gair Co., Canada, Ltd.**, Toronto, and a member of the board of directors of **Robert Gair Co., Inc.**, New York, manufacturers of paperboard, folding cartons and shipping containers, died June 1 after a long illness.



PROTECT YOUR PRODUCT from Factory to Consumer

- CORRUGATED AND
SOLID FIBRE BOXES
- FOLDING CARTONS
- KRAFT BAGS AND
SACKS
- KRAFT PAPER
AND SPECIALTIES

Gaylord Protective Packaging assures a safer journey for your product from the moment it leaves your factory, through all the hazardous steps of distribution, down to the dealers' shelves.

It's the kind of protection you should expect from your shipping container. When the dealer receives your product in first class condition, he feels more kindly toward you—and your product is placed on his shelves in a better competitive position. Result—greater sales.

Put Gaylord's Protective Packaging to work for you—Call the nearest Gaylord Sales Office.



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There is a Gaylord
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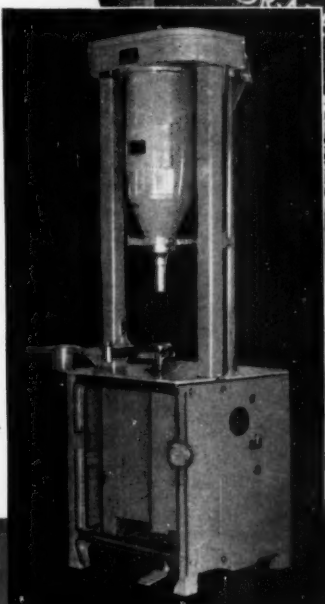
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Versatility is the keynote of S & S Universal Filling Machines; more than 150 different kinds of materials—drugs . . . cosmetics . . . foods . . . powders . . . pastes . . . and other household products—can be packaged economically, speedily. The Universal Filler automatically and precisely fills containers of varying shapes and sizes—from 1/4 ounce up to 5 pounds—at speeds of 15-30 packages per minute.

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"SPEEDS TO SUIT YOUR NEEDS"



Exclusive West Coast Distributors:
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STOKES & SMITH CO.

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of the paper maker's art
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 ASHEVILLE, N. C. Henley Paper Co.
 ATLANTA, GA. The Whitaker Paper Co.
 AUSTIN, TEXAS Carpenter Paper Co.
 BALTIMORE, MD. Garrett-Buchanan Co.
 The Whitaker Paper Co.
 BILLINGS, MONTANA Carpenter Paper Co.
 BINGHAMTON, N. Y. Stephens & Co., Inc.
 BIRMINGHAM, ALA. The Whitaker Paper Co.
 BOSTON, MASS. John Carter & Co., Inc.
 The K. E. Tosier Co.*
 BUFFALO, N. Y. Hubba and Howe Co.
 BUTTE, MONTANA Carpenter Paper Co.
 CHARLOTTE, N. C. The Charlotte Paper Co.
 CHICAGO, ILL. Bradner Smith & Co.*
 Dwight Brothers Paper Co.
 Parker, Schmidt & Tucker Paper Co.
 Charles W. Williams & Co.*
 CINCINNATI, O. The Cincinnati Cordage & Paper Co.
 The Queen City Paper Co.*
 The Standard Paper Co.
 The Whitaker Paper Co.
 CLEVELAND, O. The Millcraft Paper Co.
 COLUMBIA, S. C. Epes-Fitzgerald Paper Co.
 COLUMBUS, O. Sterling Paper Co.
 DALLAS, TEXAS Carpenter Paper Co.
 DAYTON, O. The Cincinnati Cordage & Paper Co.
 DECATUR, ILL. Decatur Paper House, Inc.
 DENVER, COLO. Carpenter Paper Co.
 DES MOINES, IOWA Carpenter Paper Co.
 Pratt Paper Co.
 DETROIT, MICH. The Whitaker Paper Co.
 EL PASO, TEXAS Carpenter Paper Co.
 FORT WAYNE, IND. The Millcraft Paper Co.
 FORT WORTH, TEXAS Carpenter Paper Co.
 GRAND ISLAND, NEBR. Carpenter Paper Co.
 GRAND RAPIDS, MICH. Central Michigan Paper Co.
 GREAT FALLS, MONTANA Carpenter Paper Co.
 HARLINGEN, TEXAS Carpenter Paper Co.
 HOUSTON, TEXAS Carpenter Paper Co.
 HUNTINGTON, W. VIRGINIA The Cincinnati Cordage & Paper Co.
 INDIANAPOLIS, IND. Indiana Paper Co., Inc.
 JACKSON, MISS. Jackson Paper Co.
 JACKSONVILLE, FLA. The Jacksonville Paper Co.
 JAMESTOWN, N. Y. The Millcraft Paper Co.
 KANSAS CITY, MO. Carpenter Paper Co.
 KNOXVILLE, TENN. The Cincinnati Cordage & Paper Co.
 LANCASTER, PENN. Garrett-Buchanan Co.
 LINCOLN, NEBR. Carpenter Paper Co.
 LITTLE ROCK, ARK. Roach Paper Co.
 LOS ANGELES, CALIF. Carpenter Paper Co.
 LOUISVILLE, KY. The Rowland Paper Co., Inc.
 LUBBOCK, TEXAS Carpenter Paper Co.
 MACON, GA. The Macon Paper Co.
 MEMPHIS, TENN. Taylor Paper Co.
 MERIDIAN, MISS. Newell Paper Co.
 MIAMI, FLA. The Everglade Paper Co.

MILWAUKEE, WIS. Dwight Brothers Paper Co.
 MISSOULA, MONTANA Carpenter Paper Co.
 MOBILE, ALABAMA The Partin Paper Co.
 MONTGOMERY, ALA. W. H. Atkinson
 NASHVILLE, TENN. Clements Paper Co.
 NEWARK, N. J. Central Paper Co.
 Forest Paper Corporation of New Jersey
 Henry Lindenmeyr & Sons
 NEW ORLEANS, LA. The D and W Paper Co., Inc.
 E. C. Palmer & Co., Ltd.
 NEW YORK, N. Y. Forest Paper Co., Inc.
 Henry Lindenmeyr & Sons
 A. W. Pohlman Paper Co., Inc.
 Reinhold-Gould, Inc.
 Royal Paper Corporation
 The Whitaker Paper Co.
 Charles W. Williams & Co.*

for Export (Bulkley, Dunton Paper Co., S. A.
 Butler Co., Butler American Paper Div.
 NORFOLK, VA. Epes-Fitzgerald Paper Co.
 OGDEN, UTAH Carpenter Paper Co.
 OKLAHOMA CITY, OKLA. Carpenter Paper Co.
 OMAHA, NEBR. Carpenter Paper Co.
 ORLANDO, FLA. The Central Paper Co.
 PEORIA, ILL. Peoria Paper House, Inc.
 PHILADELPHIA, PENN. Garrett-Buchanan Co.
 Matthias Paper Corp.*
 Whiting-Patterson Co., Inc.

PHOENIX, ARIZONA Carpenter Paper Co.
 PITTSBURGH, PENN. The Whitaker Paper Co.
 POCATELLO, IDAHO Carpenter Paper Co.
 PORTLAND, ORE. Carter, Rice & Co. of Oregon
 QUINCY, ILL. Irwin Paper Co.
 RALEIGH, N. C. Epes-Fitzgerald Paper Co.
 READING, PENN. Garrett-Buchanan Co.
 RICHMOND, VA. Epes-Fitzgerald Paper Co.
 ROCHESTER, N. Y. Paper Service, Inc.
 SACRAMENTO, CALIF. Carpenter Paper Co.
 ST. LOUIS, MO. Acme Paper Co.
 Shaughnessy-Kniep-Hawe Paper Co.
 ST. PAUL, MINN. Inter-City Paper Co.
 SALT LAKE CITY, UTAH Carpenter Paper Co.
 SAN ANTONIO, TEXAS Carpenter Paper Co.
 SAN FRANCISCO, CALIF. Carpenter Paper Co.
 SAVANNAH, GA. The Atlantic Paper Co.
 SEATTLE, WASH. Carter, Rice and Co.
 SPOKANE, WASH. Spokane Paper & Stationery Co.
 SPRINGFIELD, ILL. Capital City Paper Co.
 SYRACUSE, N. Y. Paper Service, Inc.
 TALLAHASSEE, FLA. The Capital Paper Co.
 TAMPA, FLA. The Tampa Paper Co.
 TOLEDO, O. The Millcraft Paper Co.
 TOPEKA, KANSAS Carpenter Paper Co.
 TORONTO, CANADA Blake Paper Limited
 TRENTON, N. J. Central Paper Co.
 TULSA, OKLA. Beene Paper Co.
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It costs very little to join the parade of merchandise-wise packagers who rely on delicate-looking, colorful "Flowers by Cardinal" to bring customers a-running.

These exquisite little blooms are custom made in any quantity—color, size and number of blossoms in a spray to your specifications. Service is fast.

Samples and prices on request



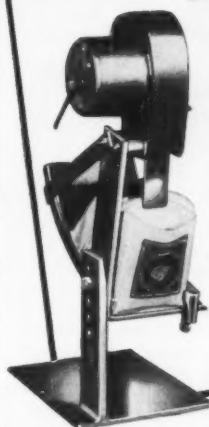
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FLOWER AND
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61 East 8th Street New York, N. Y.

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**AT BAGGING PRODUCTS
AT BAGGING PROFITS**



**LOW IN COST
EASY TO USE**

Designed to handle bagged products with a minimum of effort at a maximum speed. Simple adjustments for height... tilting forward or backward enables operator to set machine at easiest position. Stainless steel trough with capacity of 200 bags. Adjustable to bag sizes. Blower keeps bag clean and free from foreign matter.

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Bulletin No. 2-29



ANDERSON BROS., MFG. CO., ROCKFORD, ILLINOIS

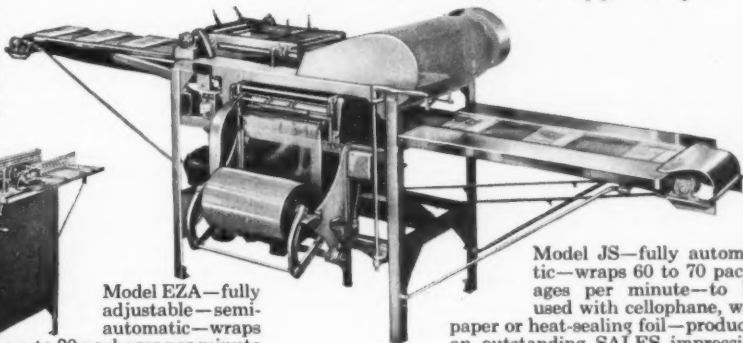
FOR LOW COST—HIGH CAPACITY Product Packaging Use **GLOBE-KNAPP** PACKAGING MACHINES

The new Globe-Knapp wrapping machine produces a smart, taut wrap, at high speed efficiency for any square or rectangular packaging requiring individually wrapped units at **LOW** cost. Machines are streamlined in design, easy to operate, simple to maintain. Cut your overhead and get better sales results with a Globe-Knapp to fit your needs.



Model EZA—fully adjustable—semi-automatic—wraps up to 20 packages per minute—simple and compact in design, with 5 minute change-over to different size wrap.

Don't Just Wrap—Knapp-Wrap



Model JS—fully automatic—wraps 60 to 70 packages per minute—to be used with cellophane, wax paper or heat-sealing foil—produces an outstanding **SALES** impression with an attractive, smooth wrap exactly to your specifications. Investigate the Globe-Knapp system today.

THE GLOBE COMPANY

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For Your Information

Robert D. Handley, advertising manager of the Sylvania Div., American Viscose Corp., New York, has been elected chairman of the Exhibitors' Advisory Committee of the American Management Assn.'s 20th National Packaging Exposition. Mr. Handley will be in charge of the arrangements for the coming Exposition to be held in Atlantic City, N. J., April 17-20, 1951. He will serve with **Paul O. Vogt**, coordinator of packaging engineering and development, General Electric Co., Schenectady, N. Y., who was recently elected vice president in charge of the Packaging Div. of the AMA. Of the other officers who were elected to serve for the 1950-51 term, **John M. Hancock**,



R. D. Handley



P. O. Vogt

chairman of the board of Lever Bros., is chairman of the AMA board; **Don G. Mitchell**, president of Sylvania Electric Products, Inc., is chairman of the executive committee; **Lawrence A. Appley** is president; and, **Keith Fowlson**, vice president and controller, Armstrong Cork Co., is a new director. **Alvin E. Dodd**, New York, and **James O. Rice**, New York, were re-elected honorary president and secretary, respectively.

Results of a study on problems dealing with screw-cap closures in the drug and pharmaceutical industry have been made available to interested members of the **Packaging Institute**, 342 Madison Ave., New York, according to an announcement by **H. Earl Nack** of Sharpe & Dohme, Philadelphia, chairman of the Drug and Pharmaceutical Packaging Development Committee of the Institute. The study, under the active charge of **Carl B. Burnside** of Eli Lilly, was in the form of a questionnaire pertaining to all phases of the problem submitted to 34 companies for reports of their practices. The Institute states that the report will be available only to those companies which participated in the survey.

The **Forest Products Packaging Council** held its fifth annual meeting June 19-20 in Madison, Wis. Reports were given on developments in various packaging research projects at the Forest Products Laboratory and demonstrations were presented in the Material Containers Div. The laboratories were open for inspection by the members. The Council's Sound Box No. 4, its annual publication, has just been published.

The **Packaging Institute**, 342 Madison Ave., New York, has announced a new form of membership to be known as Associate Membership, created to allow individuals in member corporations to benefit from the work of the Institute at very low dues (\$15.00). Such dues are payable either by the individual or his employers, but eligibility is restricted to employees of member corporations.

What's doing

- July 31-Aug. 2—National Assn. of Variety Stores, annual meeting, William Penn, Pittsburgh, Pa.
- Aug. 7-20—First United States International Trade Fair, Merchandise Mart, Chicago.
- Aug. 16-18—3rd Western Packaging and Materials Handling Exposition and Conference, Civic Auditorium, San Francisco.

"Since packaging often takes well over half the production payroll in most consumer goods industries," said **C. L. Barr**, Packaging Institute president, "many individuals in addition to the one official representative of a corporate member could be greatly aided by Associate Membership."

The Packaging Institute has just distributed to members the second group of 20 Paper Testing Procedures authorized by the Technical Committees of the Institute, according to **Robert S. Couch**, general chairman. The Paper Testing Committee, headed by **Charles E. Carlson**, Colgate-Palmolive-Peet Co., has reviewed all available procedures for testing paper and has adopted 31 TAPPI procedures in all. Wholly new test procedures are being developed and several proposed procedures are soon to be published for criticism by members of the organization. This summer, six plastic film and several shipping container test procedures will be published. One copy of every testing procedure is sent to each member and associate of the Packaging Institute without charge. Additional copies are available to members and non-members at 25 cents per procedure.

The **Glass Container Mfgs. Institute** held its annual meeting May 22-24 at White Sulphur Springs, W. Va. **L. F. Gaynor**, executive vice president of Gaynor Glass Works, was re-elected president; also re-elected were **J. C. Feagley**, vice president of Armstrong Cork Co., first vice president; **H. F. Merritt**, vice president of Solvay Sales Div., Allied Chemical & Dye Corp., second vice president; **F. W. McDonald**, vice president of Glass Container, Inc., trustee. **J. M. Foster**, president of Foster-Forbes Glass Co., and **C. R. Avery**, president of Chattanooga Glass Co., were elected new trustees. Main theme of the meeting was a discussion of the Institute's One-Way beer bottle campaign.

Howard Plastics, Inc., 2600 Grand Ave., Kansas City, has contracted with an independent laboratory to carry out comparative tests of "Howard Seal" polyethylene film packaging with other packaging methods. The service is offered without charge and the company invites manufacturers to submit their present packages and a sample package using Howard Seal to determine their relative advantages.

Specifications of standard stock units of "Universal" trolley cable conveyor are given in a new Bulletin No. 41, published by **The E. W. Buschman Co.**, Cincinnati 32, Ohio. These units allow field erection of this type conveyor without welding at minimum cost, according to the report. The bulletin includes many illustrations and presents detailed information pertaining to track, idler turns, vertical "S" curves, etc.

Atlanta Paper Co., manufacturer of display cartons and corrugated containers, awarded \$275 in prizes on May 31 to nine art students in its annual competition for carton cover designs for domestics. Awards were made by **Virgil C. Shutze**, vice president in charge of sales, for the nine best designs out of the 60 submitted. The contest was open to third-year advertising students of Atlanta's High Museum School of Art.

The **John Wesley Hyatt Award** for distinguished achievement in plastics was presented recently to **George M. Powell, III**, technical head, Vinyl Coatings Research, Union Carbide & Carbon Corp., South Charleston, W. Va. Mr. Powell received the award for his work in planning and directing the development, formulation and application of Vinylite dispersion resins. He was primarily responsible for the development of a method which makes possible the use of high polymers in high-solids dispersions in combination with inexpensive thinners. The

IT WILL PAY YOU TO
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NEW! AWAITING
SOLIUM

NEW! Rinso with SOLIUM...
WHITER, BRIGHTER WASHES THAN EVER!
SAFE SOAPY RICH SUDS

SILVER DUST	LINAL
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FAB	20 MULE TEAM BORAX
NOLA	FELS NAPHTHA FLAKES
IVORY FLAKES	NAPSOL
BLU WHITE	KUPIE
	LUX FLAKES

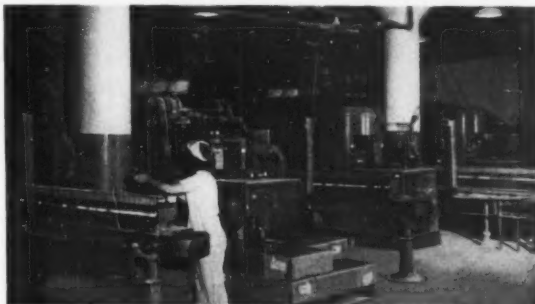
TO TOP PACKAGING EFFICIENCY

Yes, the leaders have found top packaging efficiency — and lower packaging costs — with Pneumatic machines!

Proof of that is the great prevalence of Pneumatic equipment in their plants — whether they are makers of soap, pharmaceuticals, foods, liquors or dozens of other packaged or bottled products. One thing they know, and have proved beyond question — Pneumatic machines do the job speedily, smoothly, efficiently — at "lower cost per container."

The whys and wherefores of Pneumatic's superior design and construction are many — and impressive. You will want to be familiar with them before you invest in packaging equipment.

Pneumatic's high speed packaging equipment at Baltimore plant of Lever Bros.



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PNEUMATIC

PACKAGING AND BOTTLING MACHINERY

**NOW YOU CAN
S-T-R-E-T-C-H
YOUR
PACKAGING DOLLAR
WITH**



Lusteroid

Sales go up and costs go down when you package your products in Lusteroid—the modern plastic vials and tubes.

Here's an ideal point-of-sale package. It provides essential product visibility—merchandises as well as protects.

It's colorful—comes in all colors of the rainbow—clear or opaque.

It's printable so that you save the cost of affixing labels.

It's light in weight, yet strong, rigid, unbreakable. And for this reason, you save money on handling, packing and shipping.

Best of all, you can now buy Lusteroid containers at new low prices which will mean still more stretch to your packaging dollar.

Standard sizes— $\frac{1}{4}$ " to $1\frac{1}{2}$ " in diameter and lengths up to 6". Cork, slip-on, or screw-cap closures.

Write for samples and prices.

LUSTEROID
CONTAINER COMPANY, INC.

10 West Parker Avenue, Maplewood, New Jersey

For Your Information

annual award, consisting of a gold medal and \$1,000, is the ninth since its establishment by the **Hercules Powder Co.** The Honorable **John W. Snyder**, Secretary of the Treasury, gave the presentation address; **Waldemar Kaempffert**, science editor of the *New York Times* and a member of the Award Committee, made the presentation.

Arthur D. Little, Inc., Cambridge 42, Mass., has compiled a selected bibliography of books and articles on "Management of Industrial Research," available without charge to those interested in reviewing their research policies, objectives, etc. Copies may be obtained by writing to the company.

Lake Erie Papermaker's and Converter's Assn. has re-elected the following officers for the coming year: **L. K. Burnett**, Ohio Boxboard Co., chairman; **W. O. Manor**, Consolidated Paper Co., 1st vice chairman; **C. P. Spring**, Chase Bag Co., 2nd vice chairman; **William Schoenberg**, Lord and Schoenberg, secretary-treasurer. **R. L. Leaf, Jr.**, Ohio Boxboard Co., was elected to the newly created office of recording and corresponding secretary. Further information on the group may be obtained by writing to LEPCA, 1200 W. 9th St., Cleveland, Ohio.

The Freight Loading and Container Section of the Assn. of American Railroads has released Posters No. 14 and 15, in its series of publications on containers, packing, handling and loading methods. Poster No. 14—entitled, "Lug Boxes and Crates Divided or Solid Load," depicts the "top stripped" and "side stripped" methods of bracing lug boxes and four or nine basket crates in refrigerator cars. Poster No. 15—entitled, "Bracing for Lug Boxes and Crates," depicts the proper method of constructing bracing structures, including specifications of materials for use in refrigerator cars in all loading territories (top-stripped method). Copies of the posters are available by addressing the Secretary, Freight Loading and Container Section, 59 E. Van Buren St., Chicago 5.

The entire indoor area allotted for the fourth **National Materials Handling Exposition**, scheduled for the International Amphitheatre, Chicago, April 30 to May 4, 1951, has been leased by companies who were previous exhibitors, it was announced recently by **Clapp & Poliak, Inc.**, New York, the exposition management. To accommodate new exhibitors, it was decided to open two additional halls on the second floor of the amphitheatre. A large outdoor area, covering approximately four acres of ground, has been made available for companies making yard-handling equipment. The Exposition, currently one of the largest industrial shows in the country, is being sponsored by the Materials Handling Institute and a concurrent conference will be developed by the **American Materials Handling Society**.

"Production in Advertising," (Colton Press, Inc., New York, N. Y., \$5) by **David G. Hymes** is a recently published book designed as a working aid for graphic-arts students and for those engaged in advertising, publishing and printing.

A two-color, 24-page booklet entitled "Package Engineering," published by **The Hinde & Dauch Paper Co.**, Sandusky, Ohio, details the various technical aspects of corrugated box design and construction. It is available on request to the firm.

New officers and directors for 1950-51 of the Southern California Div. of the **Society of Industrial Packaging and Material Handling Engineers** have been installed as follows: president—**F. Ray Christian**, Lockheed Aircraft Corp., succeeding **Gale C. Cunningham**, North American Aviation, Inc.; directors—**Mr. Cunningham**, **Joseph F. Beckman**, Signode Steel Strapping Co., and **Harold A. Kilmer**, North American Aviation. Others elected are: **Raymond J. Sterling**, R & R Paper Converting Co., secretary; **Skip N. Northercross**, Eronel Services, treasurer; **Bruce Long**, Blake, Moffitt & Towne, vice president.

BE SURE YOU GET *Yours!*



THE
BIG
NEW
BECK
SHEETER
CATALOG

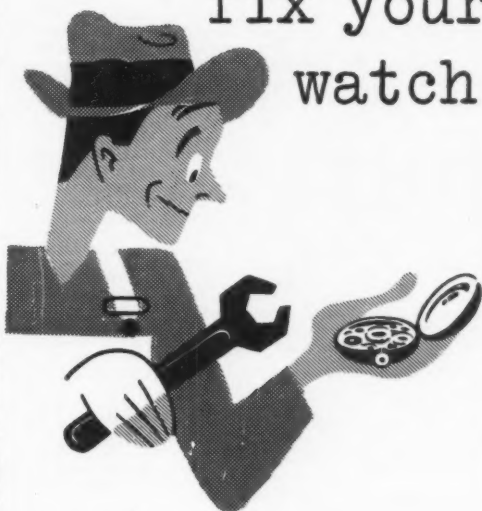
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that cuts more for less... Electric
Eye Cut Register Control... Sheeter attachments.

Never before such a comprehensive catalog on
sheet cutting.

WRITE FOR YOUR COPY TODAY!

CHARLES BECK MACHINE CORPORATION
406 N. 13th Street Philadelphia 8, Pa.

Don't let
a plumber
fix your
watch



Even though a master plumber has a whole case full of tools,
he and his oversize wrenches are no match for the delicate and
complicated insides of a fine watch.

It would just be a case of the wrong tools and the wrong kind
of know-how for the job.

And by the same token, while quite a few package manufac-
turers can handle routine jobs which call for paper tube pack-
ages, it still takes a *specialist* like Niemand Bros. to master
the problems presented by the demand for merchandisable
tailormade, special tubular packages.

Niemand Bros. specializes in designing and manufacturing
unique paper tube packages... frequently for products which
have never before been merchandised in these low cost con-
tainers. Our privately developed equipment enables us to
supply you with lined tubes, laminated tubes and tubes with
unique closures and with distinctive decorations and coverings.

Make no mistake... fit the tool to the job... fit the toolmaker
to the job. Ask Niemand Bros. to discuss specialty paper tube
packages to speed your sales and lower your costs. Write for
further information.

**FOR AUTOMATIC • HIGH SPEED
PACKAGING
OF MOST
DRY PRODUCTS**



(Flat
Bottom
Containers)

WHIZ-PACKER

AUTOMATIC FILLING MACHINE AND CONVEYOR

A low price combination equalling more costly machine
performance

Feeds from right to left

Quick, easy change-over for variations in containers and products
Assures positive fill with
no spillage

Frazier & Son

Send product sample and
package for complete details
and price.

Makers of Semi and Automatic Packers

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EXCLUSIVE DISTRIBUTORS

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Amco Packaging Machinery, Inc.
11-31 48th Ave., Long Island City, N. Y.

Simplex Packaging Machinery, Inc.
334 23rd Ave., Oakland, Calif.

MID-WESTERN & SOUTHERN STATES

Miler Wrapping and Sealing Machine Co.
45 S. Clinton St., Chicago 30

NIEMAND BROS. INC.

Manufacturers of PAPER TUBE PRODUCTS

37-01 35th Avenue

Long Island City 1, N. Y.

RAvenswood 8-0909

U.S. Patents Digest



Edited by H. A. Levey

This digest includes each month the more important patents of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps are not accepted.

Drain-Clear Container for Aqueous-Vehicle Liquid Pharmaceutical Preparations. R. Goldman (to Premo Pharmaceutical Laboratories, Inc., South Hackensack, N. J.). U. S. 2,504,482, April 18. A clear-draining dispensing container of transparent material filled with an opaque aqueous-vehicle liquid pharmaceutical preparation, said container having a thin transparent silicone film on its internal surface whereby when said pharmaceutical preparation is dispensed the container will drain clear.

Brush Wrapper. M. J. First (to Devoe & Reynolds Co., Inc., New York, N. Y.). U. S. 2,506,954, May 9. A brush wrapper of flexible sheet material having a central portion corresponding to the brush body, side extension tabs for wrapping around brush body.

Match Package. K. V. Keeley, Los Angeles, Calif. U. S. 2,506,961, May 9. A match package, involving a cellular block member, sealing covers for the ends of the cells of block with at least one of covers being rupturable, a match-head unit sealed in each cell and having a socket therein and a stem member adapted to penetrate rupturable cover to enter socket.

Tube-Forming Apparatus. F. V. Collins (to W. F. Stahl, Chicago, Ill.). U. S. 2,504,500, April 18. Apparatus for forming a tube from a fusible flat plastic sheet comprising an electrically conducting mandrel, guide means for directing said plastic sheet toward the mandrel and for wrapping the same longitudinally therearound to form a tube having a seam formed by overlapped edges of the sheet.

Sacking Device. H. Nygard, Madison, Wis. U. S. 2,504,572, April 18. A bag holder embodying a base, a standard hingedly connected to the base, a strut hingedly connected to the base and to a member slidably engaging the standard and means for binding member against movement upon the standard.

Box Construction. H. B. Lermer, (to Cellulastic Corp., Newark, N. J.). U. S. 2,504,850, April 18. A box comprising an oblong body portion having upstanding side and end walls, side walls having inwardly extending medially located recessed portions constituting finger recesses, and an oblong cover for said body portion, cover having a flat interrupted top portion and rails on underside thereof, rails being continuous along side edges of cover and telescopically engaging interior of body portion.

Display Box. L. D. Young (to Douglas Young, Inc., a corporation of Rhode Island). U. S. 2,594,942, April 18. A

box comprising a cover having a top wall with depending enclosing walls, a body having bottom wall with inner and outer plies, inner ply having an upstanding enclosing wall about its peripheral edge to telescope within upstanding walls when the body and cover are in closed position.

Machine for Applying Labels About Deformable Articles Such as Bails of Yarn. V. Lobasso, New York, N. Y. U. S. 2,504,993, April 25. In a label-affixing machine having means for applying labels circumferentially about the body of an article, a conveyor having a plurality of holder elements for retaining articles to be labeled, each holder element comprising a pair of opposed arms contacting portions of the peripheral surface of the article to prevent deformation thereof while a label is being extended by label-applying means.

Carton and Display Basket. J. G. Fetting (to Robert Gair Co., Inc., New York, N. Y.). U. S. 2,505,034, April 25. A four-sided paperboard receptacle having sections which overlap when the sides are vertically arranged and folding flaps for restraining said section in overlapped relationship and for guiding them into abutting relationship when the sides are spread apart at the top.

Labeling Machine. G. Olm (to Edward Ermoled Co., New York, N. Y.). U. S. 2,505,062, April 25. In a labeling machine having a track for the support of moving bottles to be labeled, a pair of wipers, one disposed at each side of the bottle during the passage of bottle between wipers and adapted to retain a label to be applied to bottle neck.

Bottle Carrier. S. N. Lebold (to Morris Paper Mills, Chicago, Ill.). U. S. 2,505,192, April 25. A carton-like paperboard bottle carrier having a suspending panel internally subdividing the same, comprising a relatively rigid, preformed handle of U-shaped outline including a grip portion and generally coplanar legs on either side thereof.

Flexible Container. M. M. Cunningham (to United States Rubber Co., New York, N. Y.). U. S. 2,505,348, April 25. The combination of a cell for containing liquids and a supporting structure, said support structure comprising outwardly expandable panels united by more rigid joints, said cell having correspondingly flexible panels.

Ball-Plant Container. R. E. Acker and P. A. Nemoede (to Container Corp. of America, Chicago, Ill.). U. S. 2,507,080, May 9. A blank forming, when set up, a container for a ball plant comprising a rectangular sheet of paperboard divided by longitudinally extending score

lines into a plurality of walls and by a transversely extending score line into upper and lower sections and a trapezoidal panel struck from the bottom of upper section of each wall.

Dispenser for Granulated or Powdered Material. H. C. Law, Seattle, Wash. U. S. 2,505,412, April 25. A dispenser comprising a container having a top opening and a flat top-edge surface about opening, a cover member applied to container and having a peripheral flange formed with a conically beveled surface adapted to engage against inner edge of container opening and extending into container, said beveled surface having dispensing channels therein.

Carton. M. Thomas (to Marathon Corp., Menasha, Wis. U. S. 2,505,442, April 25. A collapsible carton formed from an integral blank comprising bottom, front and rear walls, side walls connected to bottom wall by scored lines interrupted at selected areas, a glue flap hingedly connected to each side wall and adhered to rear wall, a retaining flap hingedly connected to each end of front wall.

Fountain-Brush Attachment for Collapsible Tubes. R. V. Tavernier, Boulder, Colo. U. S. 2,505,441, April 25. A brush attachment for collapsible tubes having a beveled end portion and a threaded outlet neck carried by beveled end portion, said attachment comprising a cylindrical body having a beveled sealing seat at one end for engaging the entire outer surface of the beveled end portion of a collapsible tube.

Carton. F. C. Gluck (to Minerva Wax Paper Co., Minerva, Ohio). U. S. 2,507,403, May 9. A container from which to dispense sheet material contained therein on a roll, comprising a carton with top and bottom walls and side walls and end walls, each of said end walls having on its exterior a smooth uncut surface with creases formed therein.

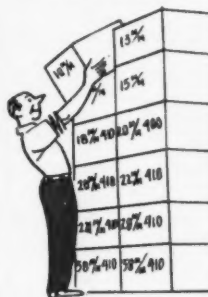
Carton. F. C. Gluck (to Minerva Wax Paper Co., Minerva, Ohio). U. S. 2,507,404, May 9. A combination display and dispensing carton for a roll of wax paper or the like adapted to be opened for display purposes to expose a roll of sheet material therein.

Method of Filling and Sealing a Container Punctured at Two Spaced Points for Introduction of Inert Gas and Discharge of Internal Air. S. Bergstein, Cincinnati, Ohio. U. S. 2,506,769, May 9. A method of packaging which includes providing a flexible-walled sealable container, enclosing contents therein, rendering the container gas tight, thereafter forming two apertures therein and introducing inert gas under pressure through one of the apertures until the internal air has been substantially removed through the other aperture, thereafter hermetically sealing both apertures.

Apparatus for Loading and Unloading Cans with Conveyor Mechanism in Conjunction with a Hydraulic Hoist and a Crate Having False Bottoms. C. T. Busse, Randolph, Wis. U. S. 2,506,661, May 9. Can-loading apparatus comprising the combination with a guideway having a delivery end, of a can-advancing conveyor operating along the guideway and including a delivery portion movable to and from can propelling position, mechanism for moving conveyor portion to and from such position, a gate pivoted with respect to guideway and

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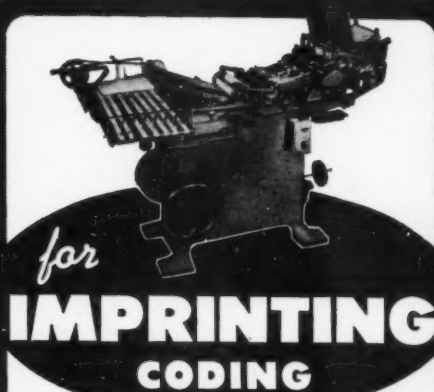


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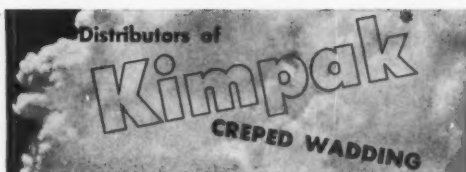
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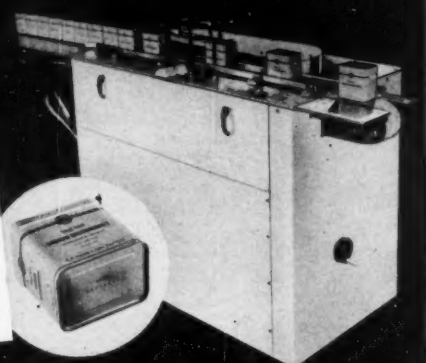
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movable between a first position in which it serves as a discharge platform therefrom and a second position in which it is elevated to positively obstruct can movement from guideway.

Closure for Steel Barrels, H. B. Howe, Chatham, N. J. U. S. 2,505,641, April 28. A container and closure therefor, container having a cylindrical wall portion defining an opening therein, a continuous outwardly extending circumferential sealing surface of curved cross section formed as part of cylindrical wall; a plurality of angularly spaced-apart locking members projecting inwardly from cylindrical wall portion, locking members having downwardly facing bearing surface.

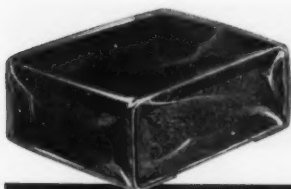
Moisture-Conditioning Tobacco Container, P. W. Rodman, Bridgeport, Conn. U. S. 2,505,650, April 25. A tobacco container comprising a container body consisting of side walls, closure means at upper side of body and chamber means constituting the base of body and consisting of a base wall and having a moisture-imperious top wall, one end wall having an aperture with a closure plug removably engaged in said aperture.

Carton-Erecting Machine, L. Benoid and R. Vahle (to Robert Gair Co., Inc., New York, N. Y.). U. S. 2,505,703. A machine for erecting cellular cartons of the type comprising two similar flexible sheet blanks having flaps hinged along one edge and extensible at right angles from one blank within the other blank to form transverse walls, ends of the flaps having hook lugs to engage corresponding slits in the side wall of the other blank.

Lid For Paper Containers, C. Barbieri (to Dixie Cup Co., Chicago, Ill.). U. S. 2,505,748, May 2. A paper cover for a container comprising a disk having an annular depending flange on the periphery thereof, and a band encircling and secured to said flange and extending beyond the flange, the free end of the band being folded back on itself.

Machine for Wrapping Folded Sheets, J. A. Holmberg (to Crown Zellerbach Corp., San Francisco, Calif.). U. S. 2,506,021, May 2. In a machine for wrapping folded sheets, a working-table surface for receiving the folded sheets to be wrapped, a stop element extending up above the forward portions of working surface, a slot extending across working table and a compressing member.

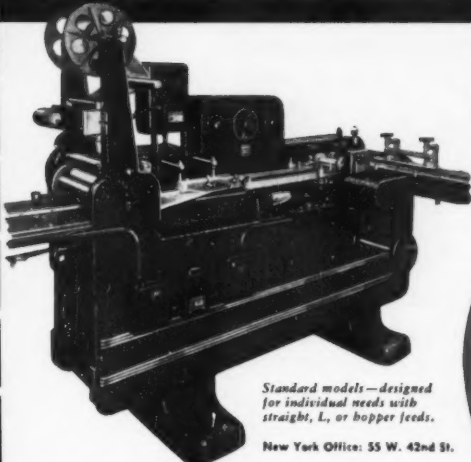
Means and Method for Rendering Paperboard Cartons Gas Tight and Packages so Produced, S. Bergstein, Cincinnati, Ohio. U. S. 2,506,057, May 2. A moisture-, vapor- and gas-tight package formed of flexible materials and comprising as elements a closed paperboard carton having side and end walls, a preformed gas-tight sleeve of flexible material secured to the blank forming said carton and surrounding peripherally the side walls of said carton and closed by an independent gas-tight seam, spaced



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cap-like closure elements overlying end walls of carton and forming a moisture-, vapor- and gas-tight seal therewith.

Glue Applicator for Labeling Machines. H. E. Burg (to Food Machinery & Chemical Corp., a corporation of Delaware). U. S. 2,506,061, May 2. A glue applicator of the tandem-chain type comprising: glue pan, pair of chain-supporting mechanisms associated with pan, endless chains mounted on chain-supporting mechanisms, means for adjusting chains toward or away from each other within pan and drive means for chains.

Telescopic Container. J. C. Waldo, Toledo, Ohio. U. S. 2,506,256, May 2. The combination of a pair of plastic elements, each having a peripherally endless wall extending to a free edge in a plane, one of said elements being adapted to embrace the other in telescopically between the planes defined by said free edges.

Apparatus for Applying Labels to Spools. R. B. Lange (to Anaconda Wire & Cable Co., a corporation of Delaware). U. S. 2,506,303, May 2. Apparatus for applying a label to the periphery of a spool comprising a label guide having a pair of cylindrical guide shoes spaced apart on a common axis and each having an inside diameter only slightly greater than the diameter of the spool flanges.

Bag Pouch. G. A. Moore (to Reynolds Metals Co., Richmond, Va.). U. S. 2,506,311, May 2. A bag pouch for merchandise which comprises a gusset-type bag formed of flexible, non-resilient laminated sheet material including at least one exterior layer of soft metal and having front and back panels, gusset ends, a closure flap forming the major portion of the back panel, an adhesive sealing strip across the front and back panels approximately midway between their ends and close to the merchandise closing of the mouth of the bag.

Gummed-Tape Dispenser. J. B. Hudson, Philadelphia, Pa. U. S. 2,506,504, May 2. A gummed-tape dispenser comprising a frame including a pair of substantially parallel laterally spaced side walls and a transverse front wall, side walls having orifices formed therein with the edges of orifices indented inwardly to form bosses for rotatably supporting a roll of tape thereon.

Discharge Means for Receptacle Closure-Cap Hoppers. J. C. Johnson, East Hempstead, N. Y., and W. H. Johnson, Newmantown, Pa. U. S. 2,506,791, May 9. In discharge means for receptacle closure-cap hoppers, a plate mounted at upper edge portion on the hopper, a chute mounted at the upper end portion on the lower edge portion of the plate intermediate side edges of plate, with a stretch of an endless belt traveling relative to a side of the chute.

Gas-Tight and Gas-Filled Package and Method of Making it. S. Bergstein, Cincinnati, Ohio. U. S. 2,506,056, May 2. A moisture-, vapor- and gas-tight pack-



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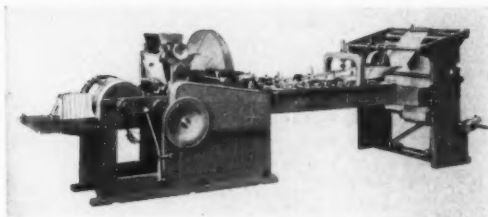
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age of flexible materials and comprising a tubed paperboard carton from a blank consisting of body wall in articulation and closure flaps at the ends of body walls, means for rendering the body formed by such tubed walls gas tight comprising a skin of flexible gas-proof composition and an overlying protective web joined to body wall by said skin and tubed therewith.

Mechanism and Method for Introducing Contents into Cartons, R. W. von Sydow (to The Gardner Board & Carton Co., a corporation of Ohio). U. S. 2,506,819, May 9. In a device for filling cartons with content elements, means for moving erected cartons along a path, said cartons having leading and trailing end-closure flaps at the same end as so moved and means for individually bringing content elements into a position for introduction into moving cartons.

Closure Structure, E. C. Webb, Lexington, Ky. U. S. 2,506,820, May 2. In a removable container cover, the combination of a peripheral open frame including a flange to telescope about the marginal upper portion of a container, with the flange substantially contacting a wall of the container, a lid hinged near one side of the frame and retaining means secured to the frame.

Labeling Machine, J. Magnusson (to Pneumatic Scale Corp., Ltd., Quincy, Mass.). U. S. 2,506,963, May 9. In a labeling machine, means for supporting an article having a conical surface to be labeled and means for wiping a label about said conical surface, including a conical roller.

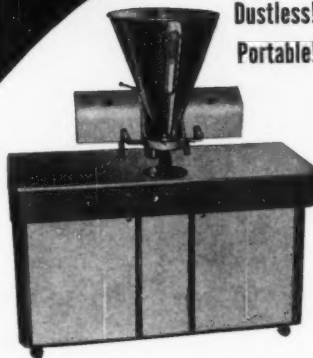
Container-Sealing Machine, J. E. Underwood (to The West Co., Philadelphia, Pa.). U. S. 2,507,427, May 9. In a container-sealing machine having a rotatable head carrying a plurality of spinning elements mounted for movement into rolling engagement with the cap on a container, a member reciprocable relative to the head from an inoperative position and operable to effect engagement of spinning elements with the cap to seal same on the container.

Carton and Closure Therefor, C. R. Yancey, Dallas, Tex.). U. S. 2,507,430, May 9. A carton and closure therefor, made of a thin, substantially rectangular sheet of suitable material, sheet being cut and scored to form a series of centrally disposed body panels transversely of the sheet, sheet being also cut and scored along its top and bottom margins to provide top and bottom end flaps.

Tape-Dispensing Mechanism, A. P. Krueger (to Derby Sealers, Inc., Derby, Conn.). U. S. 2,507,446, May 9. In a machine for dispensing pressure-sensitive tape, a frame, a feeding member of generally circular outline rotatably carried by frame, member having elements extending transversely of the path of the tape and spaced longitudinally thereof to which the tape adheres.

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Use of a positive control valve set at a pre-determined vacuum prohibits continual dribbling. This allows large nozzle openings to be used . . . filling speeds are amazingly fast.

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Complete cleaning of the hopper and filling head takes but a few minutes. No cleaning of the vacuum line is needed because the air always flows away from the head, toward the source of the vacuum.

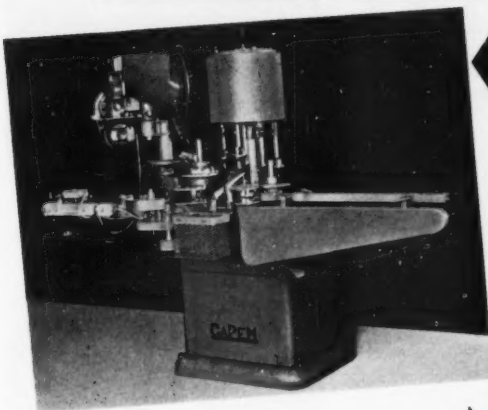
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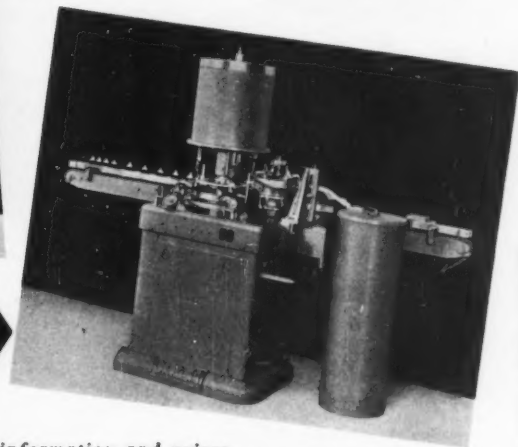
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IN ONE OPERATION

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It can be adjusted to secure a half-fold on a small tent-style label and, if desired, will also fold over top of bag before label is attached — all in one operation. Amazing production savings are now possible with this heavy-duty heat sealer with automatic phantom feed that speeds production. Label Seal-It can also be used interchangeably for ordinary heat sealing of bags without labels.

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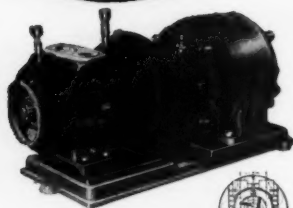
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Packaged meats

A larger variety of cuts, more diversified sizes, better wrapping and larger and better displays were the improvements consumers suggested in a study of consumer acceptance of self-service pre-packaged meats in the Cleveland area, made by the bureau of business research of Fenn College of that city last fall and now published in the college's first research bulletin.

Chief objection to packages were the cardboard backings because they prevented shoppers from inspecting both sides of the meat.

The survey showed that of the 818 consumers interviewed in both chain and independent stores, nearly two-thirds—62.35%—have purchased pre-packaged meats.

Of these, only 4.5% said that all their meat purchases were in pre-packaged form. About 11% said self-service units amounted to more than half of the meat they bought; 19.3% put the figure at one-half; 64.7% indicated a ratio of less than half.

The most popular of the self-service, pre-packaged meats was cold cuts (75.3%), followed by chops (51.2%) and smoked meats (47.6%). About one-third preferred steaks and roasts on a self-service packaged basis, but only 12% preferred packaging for all meats.

Information on the package was considered most important by approximately three-fourths of the consumer purchasers, 75% saying the package should show the price per pound; 78.6%, the total weight; 75.6%, the total price; 62.7%, the name of the cut. Only 8.2% desired to see the date of the packaging and only 2.5% said the grade should be indicated.

Approximately one-third of the respondents who had never purchased pre-packaged meats gave 10 reasons why they had not.

In order of rank, these reasons were: lack of personal service of butcher; lack of store conveniently located; inability to get cut of meat desired; inferior quality; lack of freshness; lack of sanitation; inaccurate weight; inadequate information on the package; "never heard" of pre-packaged meat, and desire to see the meat cut.

The personalized-service preference showed a split of about fifty-fifty on the part of pre-packaged meat users. This, the report concluded, indicated

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Like hundreds of our satisfied customers, you'll find that your search for a low-cost, reliable source for fine lithographed cans is over when you come to Empire.

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that self service and service must be combined in retail outlets to obtain maximum meat sales.

In making the study, the bureau received the cooperation of the Great Atlantic & Pacific Tea Co., The Kroger Co., The Fisher Bros. Co., Pic-N-Pay Supermarkets, Inc., Foodtown, Inc., as well as a large number of independent stores.

Oleomargarine

(Article continued from page 79) to overwrap old cartons or apply a wrap-around band to permit their sale at retail. In either case, information required included the word "oleomargarine," state of ingredients, dietary statement, net weight and name and address of the producer. Brand name was not required on such overwraps, although of course it is recognized as necessary from the manufacturer's point of view and authorized accordingly. In view of the amount of information required, the simplest type of overwrap or wrap-around was a facsimile of the new carton, showing the information on the four main panels of the package.

As the time neared for switching over to the tax-free, colored product, retailers trimmed their purchases carefully in order to avoid acquiring excessive inventories and sustaining undue tax losses. In order to expedite the movement of the tax-free margarine into retail channels as rapidly as possible after July 1, the Office of the Commissioner of Internal Revenue set up a plan whereby manufacturers could transfer the tax-exempt margarine to suitably supervised warehouse facilities or local storage points outside their factory premises. Manufacturers were required to maintain complete records of all shipments and transfers of non-tax-paid margarine from factory to storage facilities.

The new regulations also set up specific requirements covering the use of colored margarine in public eating places. Included are such points as the display of "oleomargarine served here" signs, menu declarations and requirements for serving the product in pats of triangular shape, or else in dishes plainly marked on the rim. Directly embossing the pats with the letter "M" or "O," etc., is not regarded as acceptable under the new requirements, because such markings are too easily obliterated.

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You never saw equipment turn out Pliofilm bags as fast as ROTO! Applying heat and glue in a simple high speed rotary action, Roto turned out those big 5 lb. produce bags with the dependable "fold-over bottoms" at rates in excess of 100 per minute.



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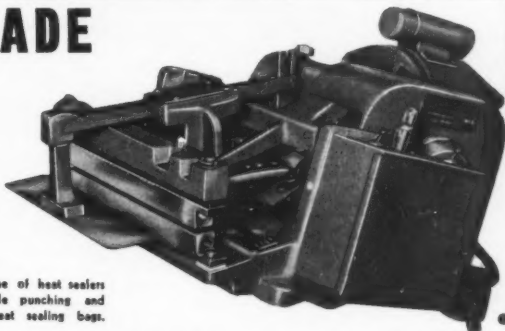
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**MODEL B
HEAT SEALER
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One of our complete line of heat sealers for sealing, folding, hole punching and coding all types of heat sealing bags.

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Our job is to supply standard equipment to do standard packaging jobs like wrapping, sealing, conveying and filling.

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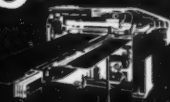
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MACHINERY

COATING MACHINERY. Specifications, description of optional equipment, features, and illustrations are provided for the heavy-duty coating machine and the sheet coating machine as produced by M. D. Knowlton Co. (7-700)

PRESSURE-SENSITIVE TAPE PRINTER. Information on the Model 17A used for high production pressure-sensitive tape printing of imprints up to 3" by 12". Illustration included. Markem Machine Co. (7-701)

ELECTRONIC COUNTER. Data sheets giving twelve applications of the Potter electronic counter for use in the packaging field. Diagrams of each application are included. 8 pages. Potter Instrument Co., Inc. (7-702)

LABELER. The features and specifications of the CRCO-New Way Model E labeler introducing the straight-through elevating labeling machine that often eliminates the need for an elevator to raise containers for casing machine entrance. Illustrated. Chisholm-Ryder Co. of Penna. (7-703)

FILLING AND CAPPING EQUIPMENT. Given is a summary of the entire line of Elgin filling and capping equipment. Short description giving suggested uses and illustrations of the equipment. Elgin Mfg. Co. (7-704)

LABELERS. Specifications, advantages, features, and illustrations provided for horizontal and vertical labelers used for cans, bottles, jars, and pails. Typical arrangement drawings included. 4 pages. Standard-Knapp, Div. of Hartford-Empire Co. (7-705)

CARTONER. Discussed are the features, advantages, operation sequence, and specifications of the Jones CMV constant motion vertical cartoner. Floor plans and illustrations included. 8 pages. R. A. Jones & Co., Inc. (7-706)

CARTON FORMING AND LINING MACHINE. Presented is information on the Peters fully automatic Hi-Speed Senior carton forming and lining machine equipped with NVA type automatic carton and liner feeding device. 4 pages. Illustrated. Peters Machine Co. (7-707)

BAG MACHINES. Specifications, illustrations, discussion of optional equipment, features, and advantages of the NS-24 flat and square bag machines equipped with full automatic two-way gripper action and posi-

tive upright rotary delivery. 4 pages. Wolverine Paper Converting Machinery Corp. (7-708)

WRAPPING MACHINE. Described is the Corley-Miller Model MPB wrapping machine that wraps and seals with heat or glue. Uses, speed, package range, floor space, specifications, etc. included. Illustrated. Miller Wrapping & Sealing Machine Co. (7-709)

PACKAGING EQUIPMENT. Production statistics, machine statistics, and models available of the Oto-Pak machine used for converting all thermo-plastic heat sealing films from roll to containers and packaging the product. The P-N-B Corp. (7-710)

DOUBLE PACKAGE MAKER. Presented is the Pneumatic double package maker combination which produces both an inner and outer package. Operational procedure and floor plans are indicated. 4 pages. Pneumatic Seal Corp., Ltd. (7-711)

ROTARY LIQUID FILLERS. The Models R-48 with standard drive and R-50 with overhead drive are presented with their specifications, advantages, and features. Illustrated. 4 pages. M. R. M. Co., Inc. (7-712)

FILLERS. Suggested uses, operational information, illustrations, and features of various fillers. Featured is the new Spee-Dee Model B filler. Paul L. Karstrom Co. (7-713)

AUTOMATIC AND SEMI-AUTOMATIC CASE SEALERS. Illustrated and described are the Models SA, SSA, and XSA automatic and semi-automatic sealers, along with optional equipment. Specifications and floor plans included. 4 pages. A-B-C Packaging Machine Corp. (7-714)

TUBE FILLING MACHINE. The wide field of application, advantages, and features of the tube filling machine Type GAB used for toothpaste, shaving cream, cosmetics, paints, caviar, mustard, foodpaste, mayonnaise, etc., are given. 4 illustrated pages. Araneo Machine Co., Inc. (7-715)

CANDY POP WRAPPING MACHINE. Illustrated announcement of the new automatic candy pop wrapping machine as produced by Wrap-Ade Machine Co., Inc. (7-716)

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PLASTIC CONTAINERS

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PREPACKAGING IN PLIOFILM. Illustrations and descriptions point out the use of Pliofilm in the three important phases of retail grocery pre-packaging—meat, fruit and produce, and cheese. The features of pliofilm bags are also covered. Goodyear Tire & Rubber Co., Inc. (7-723)

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POLYTHENE RESINS. The information in this booklet gives the properties and possible applications of Alathon polythene resins for paper coating and specialty applications. 32 pages. E. I. du Pont de Nemours & Co., Inc. (7-727)

POLYETHYLENE-COATED PAPER. Technical report on the development of polyethylene-coated paper for packaging. Re-

print from the April 1950 issue of MODERN PACKAGING. 6 pages. Illustrated. H. P. Smith Paper Co. (7-728)

CRYSTAL CELLOPHANE. Bulletin illustrating and describing crystal cellophane with or without printing for packaging holiday candy canes. Crystal Tube Corp. (7-729)

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HEAT-SEALING LABELS. Information on what Marathon roll type, heat-sealing labels are, their uses, sizes and shapes, base stocks, printing and colors, machinery for application and positive production advantages. 4 illustrated pages. Marathon Corp. (7-732)

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GLUES, PASTES, AND GUMS. Brochure discussing the preparation and use of glues, pastes, and gums, with additional information on the storage and care of glue. 30 pages. National Adhesive, Div. of National Starch Pmts. Inc. (7-733)

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COOLER-PROOF GLUE. The new improved cooler-proof glue reported to effectively handle the majority of labeling and storage conditions encountered in the glass packing industries, is described along with its properties, uses, prices, and a partial list of users. Illustrated. Paisley Pmts. Inc. (7-735)

SHIPPING AND SHIPPING SUPPLIES

LOADING. Given are descriptions of applications of Unit-Load, prescribed for bracing practically every commodity for carload shipment, in connection with metals, paper, machinery, forest products, food products, etc. 24 illustrated pages. Acme Steel Co. (7-736)

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DESIGN FOR SHIPPING CONTAINERS. Presented are some thoughts for shipping container design for two colors, identification, consumer appeal, advertising, reuse, solid fibre, efficient production, association, and display. 12 pages illustrated in color. Container Corp. of America. (7-738)

MISCELLANEOUS

GLASS BOTTLES. Specifications are provided on bottles designed for sales appeal, easy-handling, and for spot or wrap-around labels. W. Braun Co. (7-739)

PRINTING ON PLASTICS. Collection of discussions on silk screen letterpress, dry or offset, aniline, and gravure printing. Also included are offset lithography and colotype. Table of comparison data for the various processes is provided. 12 pages. Monsanto Chemical Co. (7-740)

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MODERN PACKAGING

122 East 42nd Street

NEW YORK 17, N. Y.

Morton Salt

(Article continued from page 87)
heated roller. The war stopped supplies and Morton was forced to wait until August, 1948, when heat-sealing spout labels became available in roll form.

Today's operation

Handling of the modern round Morton salt package is indeed a far cry from those days when operators set up and filled cartons by hand. Today, in plants at Manistee and Port Huron, Mich.; Silver Springs, N. Y.; Newark, Calif.; Grand Saline, Tex.; Hutchinson, Kans.; Weeks, La., and Rittman, Ohio, the cartons are conveyed directly to multiple-spout filling machines, so equipped that the top is pressed down and the pouring spout simultaneously whipped to the open position. Gates then guide the pouring spout to the correct position for filling.

Following the filling operation, the spouts are closed, the heat-sealing glassine seals are automatically applied and the cans, after an automatic check for weight, are packed in printed corrugated shipping containers. Capacity of the modern round salt-packaging, filling and closing machine is a little over 70 packages a minute.

The new, improved shipping containers, which hold two dozen of the 1 lb., 10 oz. packages of salt, have several interesting features, as illustrated in an accompanying photograph.

The shipping containers were designed to be used again as package carriers by grocery outlets, with special attention paid to protection of the flaps.

The first flap to be folded has a black diamond design, printed in an ink which keeps the adhesive from adhering wherever the ink appears. Only the unprinted areas of the flap are held by the adhesive. In this manner, although a firm seal is obtained, the case may easily be opened by inserting the fingers and applying a small amount of pressure. This new carton is readily appreciated by store clerks and others who have the job of opening containers when restocking shelves and the development is thus far exclusive with the Morton Salt company in the salt field.

For many years, the Morton Salt Co. has featured the personable little umbrella girl in its advertising. Di-



Like Two Magic Words,-

"OPEN HERE" on every package of...

**NABISCO CRACKER MEAL • CALGONITE
ELECTRASOL • STERLING SALT
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points to the "finishing touch" in packaging—a merchandising plus-value—

SEAL SPOUT*

SEAL-SPOUTS have high consumer appeal because they're so easy to open and close—and help protect package contents against moisture and infestation.

You, too, can add prestige to your packages of free-flowing products with these aluminum pouring spouts—right in your production line.

The process is simple, fast and efficient.

We invite your inquiry without obligation.

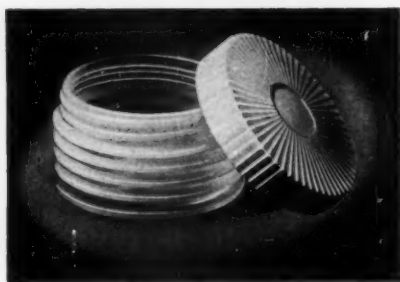
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Attractive New Sell-on-Sight Design



POLYETHYLENE JARS

1½ oz. and 2 oz. capacity

Modern, lightweight, unbreakable

Natural polyethylene always in stock; colors available on order
Ideal sales maker for creams, cosmetics, ointments, salves, fitted traveling cases, etc.
Appealing assortment of urea and brass closures available.

1½ oz. capacity	58-400 screw cap finish
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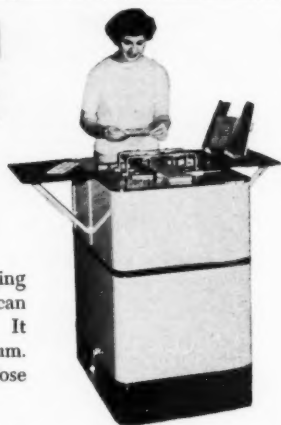
Neomax CARTON TUCKER

**FAST!
EFFICIENT!
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SAVES MONEY!**

Have you a small or medium-size packaging operation? The Neomax Carton Tucker can put your cartoning on a profitable basis. It reduces costly manual handling to a minimum. With it, one operator can end tuck and close as many cartons as three formerly did.

Suitable for anything that's packaged in tuck end cartons. Production: 25-35 cartons per minute. Fast changeovers. Compact. Portable. Low cost.

Get details today. Write.



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William B. Sanford, Inc.

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rect tie-ins with other food products, such as grapefruit and grapefruit juice, are frequently promoted in newspaper and magazine advertising, outdoor posters and store displays. The company is a heavy and consistent advertiser in promoting its broad line of salt products; unofficial figures on advertising expenditures in 1949 in general magazines and farm papers totaled \$275,815, including \$193,484 on Morton Salt, \$73,325 on meat-curing products and \$9,006 on Ivory Salt, an associated brand. The 1949 advertising figure for general newspapers was not available at the time of this writing, but in 1948 the company spent \$167,844 for advertising in these media, according to unofficial figures.

Other products

Although the round package with the pouring spout and umbrella girl is most familiar to consumers, there are actually many other forms and sizes of packages which carry the diverse family of Morton products—all based on salt. A typical cross-section of some of the more important package forms used by the company is illustrated in an accompanying photograph.

Among the new, attractive Morton packages are the 3-lb. sealed paper-board container for coarse Kosher salt, which was recently redesigned, and the sealed bags for Nu-Brine, a high-grade salt used in making clear brine. The Kosher packages, which have alternately English and Hebrew labeling on the opposing display panels, have a die-cut orifice which is punched out to create a convenient pouring outlet.

Other packages used by Morton range all the way from small shaker-top fibreboard canisters (for meat and poultry seasoning) and bottles (for heat-relief salt tablets) to friction-top fibreboard cans (for meat-curing ingredients) and heavy paper bags (for such products as flake flour salt, pretzel salt, farm salt and the specially processed free choice, trace mineralized salt fed to livestock in order to supply them with important minerals which have been largely stripped from the soil through prolonged natural erosion and excessively heavy cropping of farm land).

All these package forms fill a particular need in the operations of the nation's largest salt producer, which now procures salt from every known major

producing field, operates 11 plants and innumerable warehouses and maintains divisional sales offices in 22 major U. S. cities. But the convenient round container with the handy pouring spout and ever-modern "umbrella girl" is the one people know best.

Come rain or shine, she will surely continue to spread her familiar umbrella in food stores throughout the land—so long as salt remains, as it has been for centuries, one of the absolutely basic essentials of human diet.

CREDITS: Asphalt-laminated canister with hinged pouring spout, American Can Co., New York. Kosher salt package and labels for canisters, Richardson Taylor-Globe Corp., Cincinnati, Ohio. Heat-sealing glassine label for pouring spout, Marathon Corp., Menasha, Wis. Filling machine for round packages, J. L. Ferguson Co., Joliet, Ill. Shipping container suppliers include Gaylord Container Corp., National Container Corp., Container Corp. of America, Longview Fibre Co., Iowa Fibre Box Co., Atlas Boxmakers, Inc., Ft. Wayne Corrugated Box Co. and Fibreboard Products, Inc. Paper bag suppliers include Bemis Bro. Bag Co., Jatte Bag Co., St. Regis Paper Co., Raymond Bag Co., International Paper Co., Union Bag & Paper Corp. and Chase Bag Co. Cotton bags, Ames Bag Co. and others.

The baby market

Manufacturers who cater to the infant market, particularly packaged items for appeal to the three-year-old and under group, will find useful statistics cited in a promotion letter sent out by Monsanto Chemical Co., Plastics Div., with its current issue of the *Plastics Merchandiser*, devoted this time to plastic toys as year-around business. The letter states:

1947's 3,900,000 infants are now three years old.

1948's 3,200,000 infants are now two years old.

1949's 3,600,000 infants are now one year old.

That's a whopping 10,700,000 prospect list, to say nothing of the over-three crowd—and the 150,000,000 parents, aunts, uncles and grandparents.

The letter pointed out further that a child grows the year around and that his needs and requirements grow with each advancing stage.



PAPER at Work!

What Is So Heart-Warming to a man as a drawer full of freshly laundered shirts! Crisp, clean, flawlessly ironed and contrived to be kept that way—

spotless and unmussed—in tidy individual envelopes of Rhinelander Glassine. A perfect idea, too, for handkerchiefs, collars, and ties.



The Little Things In Life are free—in fact, almost certain—to become lost, missed, unlabeled, and mislaid. Small stuff from lighter flints to postage stamps and faucet washers to phonograph needles are so much easier to locate, identify, and handle when filed away in transparent packets of Rhinelander Glassine.



Like Old Shoe Leather is no way for blue-ribbon sirloin to taste. But freezing can do strange things to badly packaged meats. Rhinelander AQUA-TUF Glassine is used in making laminated locker paper that is just about "tops" in this zero age. Better look into it if you've had disappointments.

Glassine
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the functional
papers that
do so many
tough jobs
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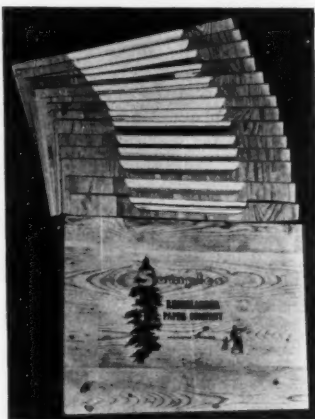
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Convenient paper sample kit

A convenient new design for a sample kit which offers, in addition to a well-turned-out appearance, many



practical and utilitarian features, has been developed by the Rhinelander Paper Co., Rhinelander, Wis.

The kit consists of an expandable outside container in a convenient and

useful size that fits easily into office files. It is finished with simulated wood grain and carries the company's logotype together with a brief general description of the papers contained. The sample papers are placed in individual envelopes within the general container. On the front of each envelope are a technical description and specifications of the particular paper it contains. In assembling the kits, only those papers fitting in with a prospect's business are put inside.

With this kit, filing systems are not burdened with samples which have no interest for the customer. When it is desired to examine a particular sheet, a whole, clean and fresh sample may be readily picked out.

Each of the kits is dated and a careful record is kept of the firms to which the sample kits have been sent. Approximately a year from the date on which the kit is issued, fresh samples will be sent or the kit will be called in for restocking. Envelopes containing samples of new papers may be sent out, selectively, as they are developed.

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Container demand

Continued strength in container demand through the next three months, which period represents the major food-pack season, is indicated by a report just issued by the Containers Committee of the National Assn. of Purchasing Agents under the supervision of Chairman Lee R. Forker, general purchasing agent, Quaker State Oil Refining Corp., Oil City, Pa.

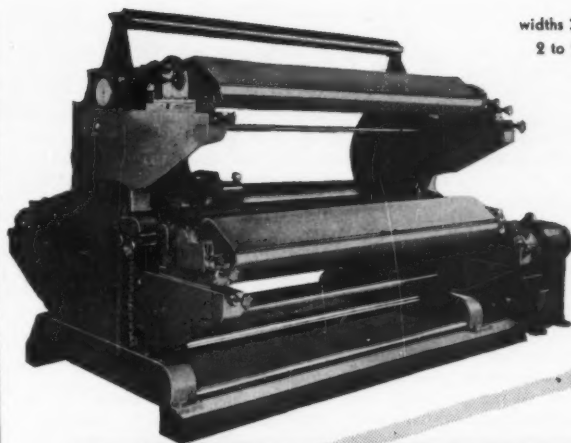
Generally, production facilities are not at absolute peak production, the report states, but present production is higher than this period a year ago and higher than the earlier months of 1950, with the exception of steel drums and metal collapsible tubes.

Actually, shortages exist for certain plastics used in the container industry, as evidenced by source allocation for cellophane and the acetate plastic films. New uses for plastic containers will undoubtedly continue this growing demand and further extend purchase lead time. It is reported that the lack of proven equipment for converting polyethylene is retarding its use. Testing continues for plastic-lined kraft bags, plastic-coated box-board and straight film laminations.

The firm demand for containers shows a high level of domestic business in almost all items packed. Of particular note is the increased consumption per capita for raw materials for container end use. About 8% of all steel production, over half of the paper used, or the tin imported, are being consumed in the form of containers. Glass, lumber and textiles continue to be used in large quantities to pack and ship industrial output. Recently, the Department of Commerce estimated the annual sales container volume at \$7 billions.

Fifteen per cent, as an average, appears to be the increase in demand to date this year over 1949. Tin-plated cans for frozen juice concentrate, aerosol and beer continue to grow in greater demand. Multiwall paper bags, less costly on a unit-content basis, are continuing to replace textile bags for many products. Pre-packaged foods, in one-time-use size containers, are being readily accepted by the public. The continued demand justified new plants for metal cans and paper milk containers, with reports prevalent in expansion of container plants all over the country.

Present Government policies indicate further foreign aid with an in-



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flationary effect, giving reason to believe that container demand will continue strong through 1950.

The demand for special glass moldware has resulted in a large backlog of unfilled orders. Special sizes and shapes of glass containers indicate keen sales competition and a confirmation that attractive and unusual containers aid in consumer acceptance of brand products.

Export packaging has declined in demand, but it is reported that salvagable wood is specified for certain Latin American destinations, replacing solid fibre boxes. The demand for steel drums for export has declined to the extent that plants producing for that market are not producing at capacity. This is contrasted with an increased domestic demand for containers made of cold-rolled steel.

Container supply

Certain plastic containers are in short supply now and sources are making deliveries under allocation to regular or contract customers.

Paper containers remain extremely competitive with active sales solicitation and deliveries prompt, without much forward buying.

Tinplate cans, although requiring advance scheduling to procure lithographing, are readily available.

Steel drums, pails, etc., made of 28 gauge or heavier are in good supply and, although sheets must be scheduled in advance from the steel source, no shortages are reported. Used drums command no premium price. Pail supply currently is adequate, but requires advance buying.

The glass-container demand has increased from last year and is approaching the 1947 rate, close to an all-time peak. Adequate facilities exist and reports do not indicate any serious supply problem, except for beverage containers.

Textile bags, now moving in an accelerated rate, which volume demand should last well through the third quarter for the farm crops, feed bags, etc., are in good supply for the cotton type. Burlap bags, however, have a problem of supply continuity that produces a hazard for the future with the existing trouble in India and Pakistan. Multiwall paper bags, it is reported, continue as a substitute.

Glass-container closures of steel, plastic or aluminum are no longer in short supply and delivery delays are

not now reported. New production facilities have been built for crowns. Paper folding cartons are seeking specialty lines to secure sales advantage. Aggressive developments are reported for die-cut mailing cartons, folders, stock lines of regular and special-use containers and colored boards and over-all printing designs. Folding-carton sources are showing increased interest in the installation of improved, higher speed lithographic and gravure multicolored presses.

Staves and head stock for tight co-operation as well as shooks are readily available. Paper drums have improved internal coatings, widening their usage—replacing steel drums and thus reducing the container cost. Steel drums are now available with the entire exterior lithographed, as well as roller-coated interiors, which treatment previously was available only in smaller-capacity packages.

Container inventory trends

It is reported that container inventories are higher than existed a year ago. However, the percentage increase of stocks is not as high as the increase in volume demand; therefore, the number of days' require-

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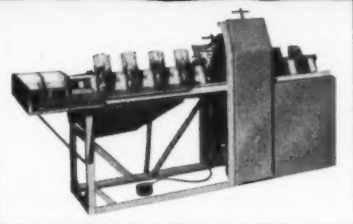
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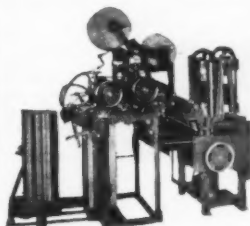
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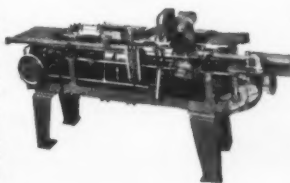
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ments in stock are less than last year.

During late 1949 and early 1950, all types of containers were available to the quality, quantity and type desired by the buyer for the first time since World War II. With improved availability and closer scheduling, better turnover was possible and container inventories declined.

Advance scheduling is still desirable and a necessity for lithographed containers, many of the plastic packaging items and burlap bags, and it is specifically recommended that adequate inventories be carried to insure continuity of packing. As volume increases, then physical stocks must increase to eliminate the chance of an important container stock-out.

Inventory of food containers, both glass and tinplate cans, including paper boxes, fruit crates, etc., usually increase at this time of the year and in anticipation of a peak demand when production could not meet requirements. These stocks are growing now, both at the source and at the packer's warehouse.

Alert buyers are constantly watching all factors that affect supply and demand, rescheduling daily from source for containers. Glass and

paper packages are usually handled day by day for volume packers, withdrawing against contracts or tonnage commitments. Metal cans packed at speeds exceeding 400 per minute prevent storage due to lack of space and are handled in a similar manner. Metal drums and wooden crates are bulky and are costly to store and rehandle. Thus, inventories are relatively small for large users and service of delivery is an important factor in buying containers.

To minimize spoilage and container obsolescence is a constant problem and yet inventories must be maintained at the packer's plant, enroute or in process at source to insure continuity of delivery.

Container price trends

Container prices today are firm and the immediate trend is upward, although no unusual changes are expected in the next quarter. Lumber prices are at the highest of the year and wooden-container prices thus are firm. Box, reel and crate makers held prices until lumber costs had to be covered. Wirebound-box prices are holding steady.

The recent price reduction in terne-

plate for non-food cans means an equalization in cost compared with cans made from electrolytic tinplate. Tin is required for food cans and the present packing reason may cause tinplate shortages; by reducing the terneplate price, buyers of paint, oil and antifreeze cans will not be cost penalized by plate substitution.

It is difficult to predict price trends for jute, the basis of burlap, and tin for tinplate and solder, both imported container essentials.

Certain raw-material costs are firm and increasing slightly. Tin, lumber, lead, soda, ash, certain waxes and papers, plastics—as well as cotton, aluminum, inks, steel hoops and nails, gummed tape and adhesives—are all moving in trade at good volumes at prices now acceptable to the buyer, but with an upward trend. The 1949 decline trend in container prices changed late in the year and 1950 costs are expected to remain at present levels and reasonably stable.

Recent reduction in freight rates caused a slight downward cost revision. It appears that this reduction has been passed along to the buyer of glass containers which are usually sold on a delivered basis.

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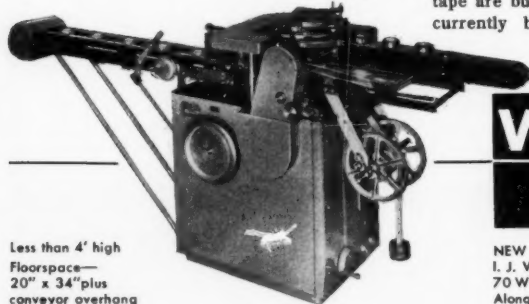
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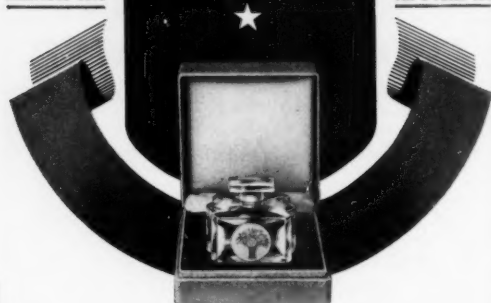
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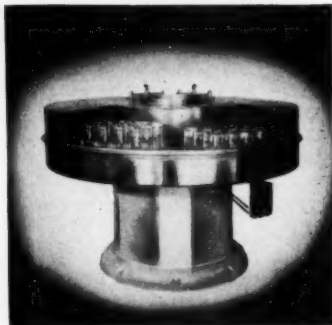
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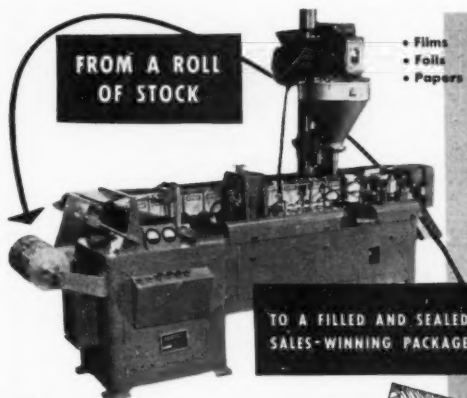
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A BRESKIN PUBLICATION

Published by Modern Packaging Corp.
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ANILINE INKS (Pigmented and Transparent): Old established progressive manufacturer, expanding sales organization, offers outstanding opportunity to full or part time salesman, or independent agent, with proven following in the aniline printing field. Well equipped to satisfy special requirements of converters of sulphite, kraft, corrugated papers and boards, cellophane, acetate, foils, . . . All replies treated confidentially. Write Box 977, Modern Packaging.

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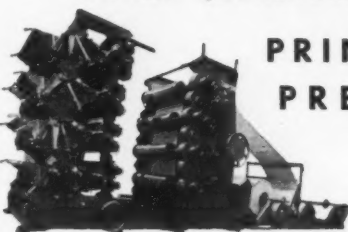
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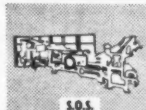
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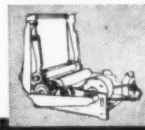
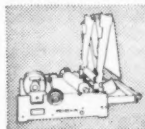
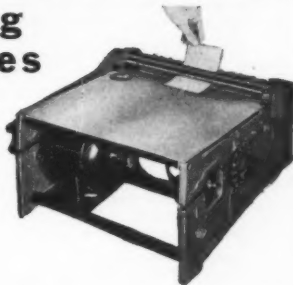


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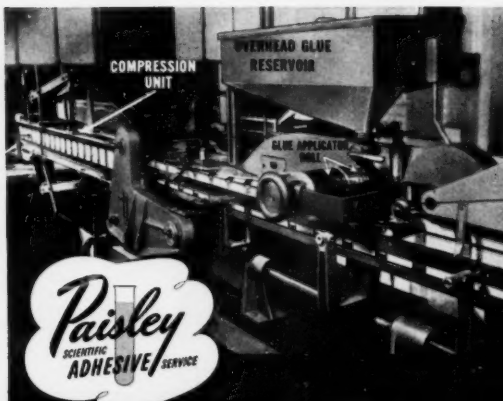
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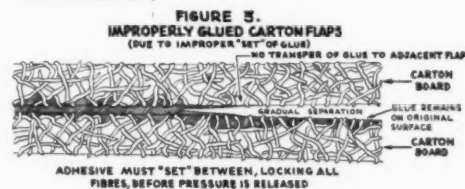
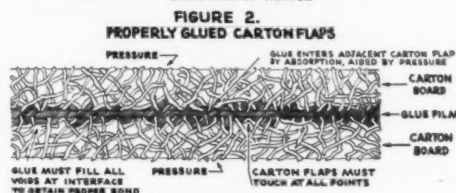
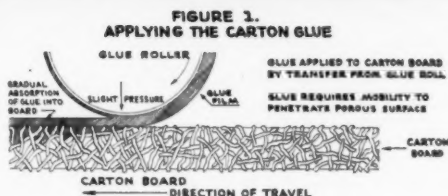
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